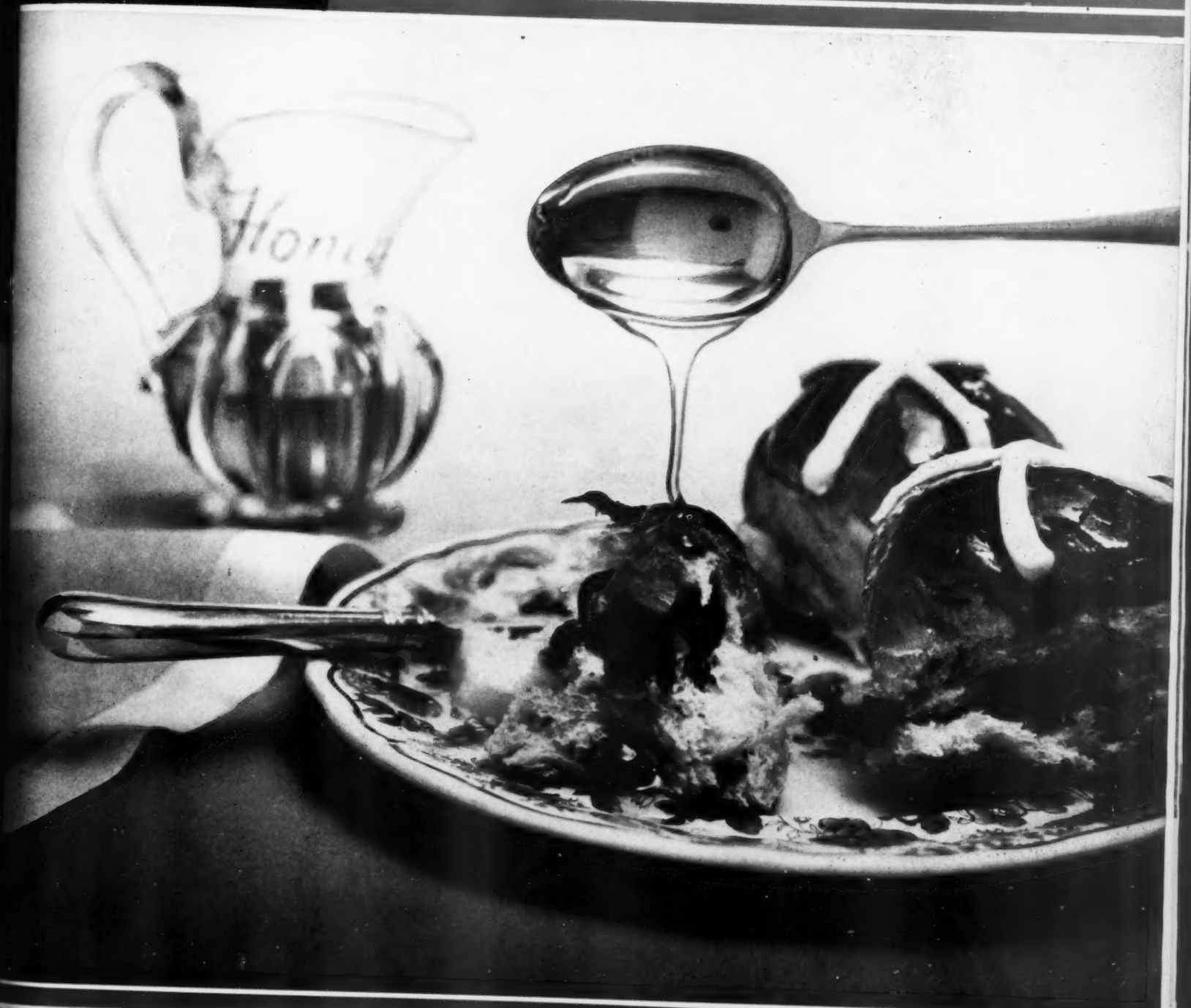


# *The American* **BAKER**

PUBLISHED FOR THE BAKERS OF AMERICA



Volume 24  
Number 2

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\$2 a year

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# The American Baker

Published Monthly for the Bakers of America by  
THE MILLER PUBLISHING CO.



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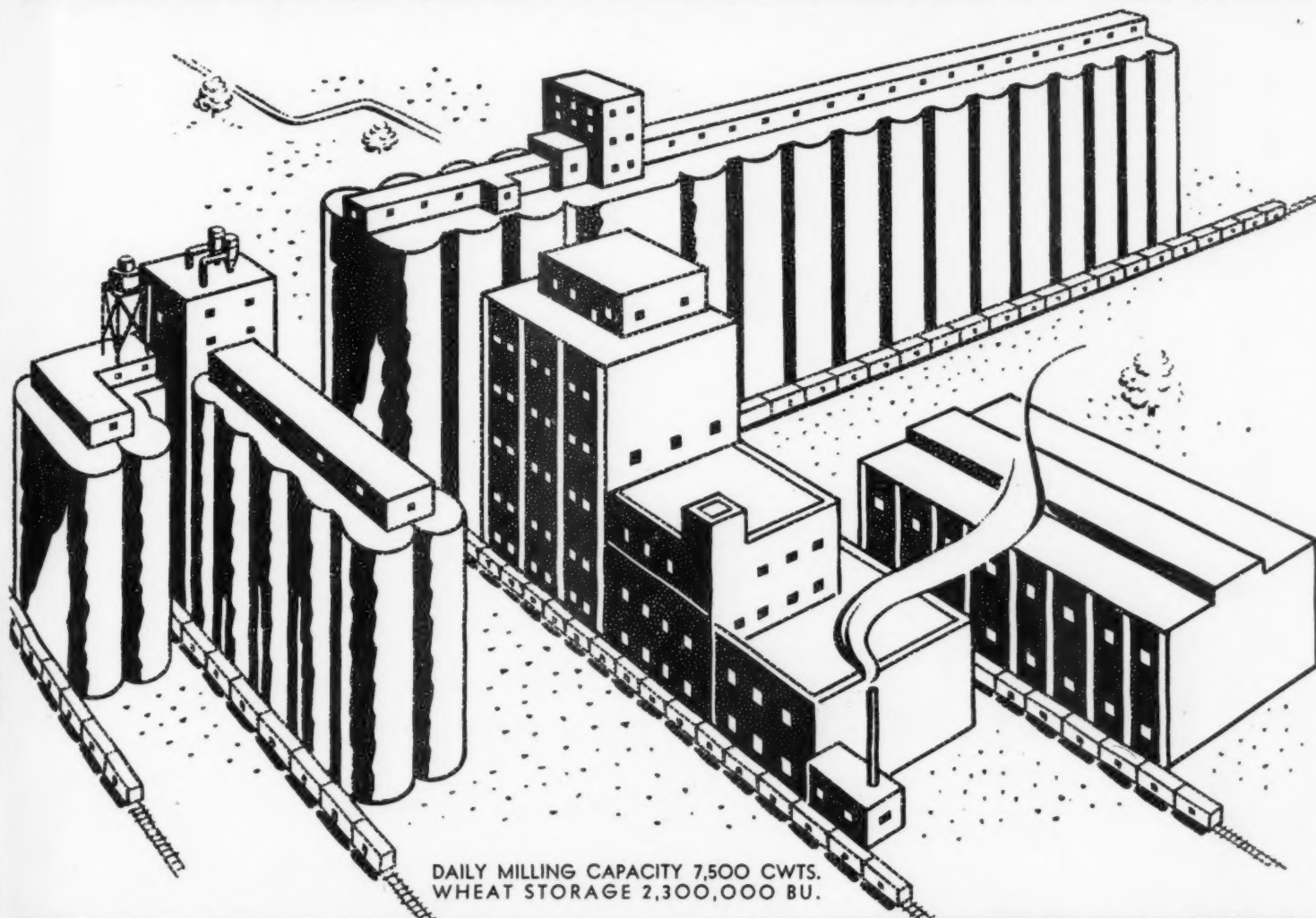


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## Comment . . .

. . . by Cooley

Good news often comes in small packages, and often comes sneaking in the back door. The American Bakers Assn., speaking through its secretary, Harold Fiedler, at the Tri-State Bakers Assn. convention in New Orleans, said that consumption of bread and other yeast-raised foods was up 2½% in 1955 over 1954.



F. W. Cooley, Jr.

Now, 2½% is not the most stupendous of increases, particularly when one takes into account, as the ABA does, the population increase. But it is more than the year before, and it is higher instead of steady. All in all it is an encouraging sign that the baking industry has not slipped completely into the downgrade of consumption that accompanies the contraction of and often the disappearance of whole industries.

How much of this increase is due to wholesaler departures from the standard loaf is unknown, but anyone watching newspaper advertisements knows that the "firm-baked" specialty loaf is being merchandised more than any product in recent years. Sweet goods departments are being added in that vacant room under the basement stairs in an effort to increase volume. It is a sign that the baking industry is seeking to follow the lead of all business today and diversify—it speaks well for the bakery managers that at least they are diversifying into something they know a little about.

*All industry is groping for an idea which might boost profit, because it is a paradox of business today that costs must constantly be reduced or profits constantly increased or all the bright and shining prosperity of the country can't help the poor baker that ends up, the year owing more than he has.*

That population increase of 1.7% last year points up that you may depend on higher sales with the same per capita consumption if your business is located in an area of increasing population. (Some aren't.) At the same time it puts an extra load on your shoulders, because a company whose sales increase no faster than the population rate is only standing still.

*Better business management, better products and better promotion are the tools which convince the consumer that bakery foods are convenient for her family, and good for their health. Better promotion is the vehicle that carries all the other improvements into the home where business success is assured.*

It's certainly time that all the promotional efforts of the industry programs, the allied trades promotions and individual advertising schedules are coordinated into a joint effort to convince the nation that baked foods are its best food buy.

That coordination could be in the form of a marketing combine with industry-financed advertising, or it could be an expansion of association activity through voluntary contributions. Look around you at the other industries using better health and nutrition as a sales point, and compare the effectiveness of the two systems.

Thanks for reading. See you next month.

Frank Cooley

## Mr. Crumb . . .



"How do you like that! The one time we can't tell which is which and not a leaker in the bunch."

## Editorials . . .

### THE BUSINESS OF BAKING

The U.S. Department of Commerce recently issued a most interesting report based upon a survey of the life expectancy of U.S. businesses. It covered the 1944-54 decade and revealed pertinent information regarding the survival of individual operations within the business community.

The report is of interest to bakers because of the facts it reveals about businesses as a whole throughout the country. For instance, it showed that the average age of all businesses is seven years, and that more than half of those now in operation have been acquired by their present owners since World War II.

Incidentally, the report explains that the age of a company means the length of time it operates under the same ownership. If a business is sold or reorganized, it is listed with those that go out of existence.

According to the survey, approximately half the firms that were established or newly purchased during the decade were sold or liquidated within two years. This is a shockingly high mortality rate, and should give cause for thought among all who are thinking of starting or buying a new business.

For example, retail bakers should study carefully the site of a proposed new store. The volume of traffic going by the place should be known accurately. The types of other businesses in the neighborhood should be examined closely to see if they are the kind that will attract large numbers of shoppers. The type of consumers the business area serves should likewise be analyzed to determine if they are large buyers of bakery products. These and many other factors enter into the life expectancy of a retail bakery business.

To further emphasize the importance of advance planning, the Department of Commerce has developed a "life expectancy" tabulation, which indicates that 54% of the entire business population can expect to survive 1½ years, 25% six years, and 19% for 10½ years.

These are startling figures, and the retail baking industry is no exception to the high rate of mortality previously described. However, there is ample room in this country for thousands of small, prosperous bakery operations. The first step is to plan carefully in advance of the establishment or purchase of a new bakery. Follow that with equally intelligent, careful operation, and the retail baking business has an excellent future for individual businessmen.

## Trade Pulse

The J. H. Day Co., Cincinnati, has announced the appointment of RONALD W. SCHMITT as sales agent for the lower Connecticut and eastern New York territory.

The General Baking Co. has named C. B. MILLER manager of the Cleveland branch and JAMES CARROL the new Toledo manager. Mr. Miller has been with General for 20 years, being manager of the Toledo plant since 1949, where Mr. Carrol was assistant manager.

The appointment of LEO McGARRY to sales manager of the National Biscuit Co. Syracuse, N.Y., bread bakery was announced by A. A. CLEMENTS, bakery manager. Mr. McGarry, a native Syracusan, started with Nabisco's bread bakery in Syracuse in 1940 as route salesman. He later spent three years in the Army. He was promoted to supervisor in 1952.

HAROLD BARNEBEE has been appointed plant manager of the Purity Baking Co., Peoria, Ill., succeeding CLYDE MEARKLE, who has joined the Quality Bakers of America Cooperative, Inc., as field representative. CLIFFORD MOLLOY has been promoted to sales manager of the Peoria plant.

The appointment of RAYMOND D. O'CONNELL as assistant to the executive vice president of General Baking Co. has been announced by GEORGE L. MORRISON, president. Mr. O'Connell will assist RUSSELL J. HUG, executive vice president.

Division sales managers for the new plant of Baird's Bread Co. in Phoenix, Ariz., have been announced by ROLAND W. BAIRD, JR., president of the firm. Both with a Kansas City baking firm until recently, JAMES MOORE and HERBERT WELLS have many years experience in the industry.

OSCAR R. KIEFER, secretary-treasurer, cashier and director of the Perfection Biscuit Co., Fort Wayne, Ind., has resigned to retire after more than 53 years of service with the company. The board has elected H. LESLIE POPP, JR., vice president and treasurer; RALPH E. POPP, secretary and WAYNE MULDOON assistant treasurer. H. LESLIE POPP is president of the company.

A. JAMES SOWDEN has replaced his father, RALPH C. SOWDEN, as president of the New Era Milling Co., Arkansas City, Kansas. The elder Mr. Sowden becomes board chairman after 38 years as president, during which time he was very active in the promotion of the baking and milling industries.

GEORGE R. VAIL, formerly with General Foods, has been transferred to Louisville as vice president and assistant to the president of Morton Frozen Foods, Inc., subsidiary of Continental Baking Co.

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## ABA Supports Amendment Regulating Food Additives

WASHINGTON — The American Bakers Assn. has joined other food industry organizations in support of H. R. 8275, a bill to amend the federal Food, Drug and Cosmetic Act by adding new provisions for regulating and controlling additives in foods.

Glenn G. Paxton, Chicago attorney, appeared Jan. 31 before the health and science subcommittee of the committee on interstate and foreign commerce to present a statement detailing the organization's reasons for backing the measure. In his appearance he represented the ABA, the Millers National Federation, the American Meat Institute and the Dairy Industry Committee.

"Leading associations of food manufacturers some years ago adopted resolutions setting forth statements requiring adequate pretesting of chemical additives prior to their use in foods, and have since devoted much time and effort to the problem," Mr. Paxton said in a statement prepared for presentation to the subcommittee. "The need for such legislation now seems to be generally conceded. The amendments embodied in H.R. 8275 are designed to meet that need."

Mr. Paxton stated further that the bill would combine "maximum safeguards for public health with minimum surrender of economic freedoms." He stated that the major food industries support the bill even though it would undoubtedly prohibit the continued use of some additives now in use until an opportunity can be given FDA to pass on them. From this it may be concluded, his statement continued, that these industries believe that the use of such additives can, if necessary, be discontinued until they can be subjected to the tests of this legislation without seriously disrupting the food supply of the nation.

The bill was introduced by Rep. J. Percy Priest (D., Tenn.). An identical bill was introduced by Rep. Joseph R. O'Hara (R., Minn.).

### AIB President Lends Support

CHICAGO—In a statement prepared by Howard O. Hunter, presi-

dent, American Institute of Baking, for a congressional hearing on HR 8271 and HR 2875, passage of the bills was endorsed by the Millers National Federation, the American Bakers Assn., the AIB, the American Meat Institute and the Dairy Industry Committee.

Mr. Hunter stated that the two bills are identical and "are for the purpose of amending the Food, Drug and Cosmetic Act so as to provide additional safeguards to the use of new additives to food products."

Mr. Hunter, outlining two principles adopted by the various food associations, pointed out that "the manufacturer or user of any new additive to food shall adequately pre-test such additive for its safety in human consumption and that the results of this pre-testing shall be approved by the Food & Drug Administration before the new additive is allowed to be used in or on food."

Mr. Hunter, in his statement, objected to the present provision of the act which does not permit the FDA to prevent the use of a new chemical additive in unstandardized food until the FDA can prove it is poisonous or deleterious after it has been used.

## Edmund Kutchins Elected President of Bakers Club of Chicago

CHICAGO — Edmund Kutchins, New Process Baking Co., Chicago, has been elected president of the Bakers Club of Chicago to serve to Jan. 30, 1957. Ray F. Frink, National Yeast Corp., Chicago, was elected first vice president.

Elected second vice president was Robert J. Rick, Eagle Baking Co. Edward N. Heinz, Jr., Food Materials Corp., is secretary, and Robert F. Cain, Cain's English Muffin Co., was elected treasurer.

Serving on the board of directors in addition to the above officers are (all from Chicago except Mr. Davis): Melvin D. Craft, Eckhart Milling Co.; H. L. Davis, Standard Brands, Inc.;



**PROMOTION**—Pictured above is the 100-year-old merchandising method which was viewed by the Fleischmann division of Standard Brands to publicize the 1956 hot cross bun season. Trays of freshly baked buns were delivered to magazine food editors (Dorothy Marsh, Food Editor of Good Housekeeping magazine is shown above) by a young lad dressed to represent the hot cross bun hawkers who roamed through London's streets in the 19th century chanting: "One A' Penny, Two A' Penny, Hot Cross Buns!" Widespread pre-Lenten publicity of this type is expected to make 1956 a record year for Hot Cross Bun Sales.

Richard G. Davis, Pepperidge Farms, Inc., Downers Grove, Ill.; Joseph J. Donzelli, Donz Bakeries; Elmer G. Fischer; William L. Grewe, International Milling Co.; James K. Mulligan, Ward Baking Co., and Harold Snyder, Baking Industry Magazine.

Louise K. Buell is executive manager. She will mark her 13th year with the club in March.

—BREAD IS THE STAFF OF LIFE—

## Get Cochran Posts

LOUISVILLE—As a further step in the integration of the sales activities of the several divisions of Cochran Foil Co., Inc., H. G. Hanks, vice president and director of sales has announced the appointment of J. E. Bouhl and W. R. Cory as product managers of the laminating and rolling divisions, respectively.

## Some New York Bakers Settle; Retail Group Continues Discussion

NEW YORK — Specialty retail bakery groups and labor union leaders continued contract negotiations here Feb. 6. Specialty wholesalers signed contracts Jan. 31 for periods of one to three years.

Although the renewal of contracts with specialty wholesalers diminished the immediate threat of a strike affecting a large segment of the bakery industry in this area, possibility of a strike was not completely removed. Interviews with union and specialty retail bakery representatives indicated a "touch-and-go" situation.

The contracts involved in the current talks expired Feb. 1. Bakery workers not covered with renewed contracts remained on the job under "status quo" agreements while negotiations continued. About 80 retail bakeries were shut down for only one day.

One major obstacle to the quick settlement of differences between labor and management in the retail segment of the bakery industry here is reported to be the uniform conditions sought by the union locals. While both labor and management representatives have been reluctant to discuss the exact demands, retail bakery spokesmen have indicated an unwillingness to "tag along" with wholesalers on similar union demands.

The retail trade feels that its status in the industry with major emphasis on manual or hand labor does not put it on the same level with the machinery-equipped wholesalers. Another complicating feature is that the old contracts held by the retail bakeries and the wholesalers contain many differences. In view of this, one retail bakery spokesman said that it would not be equitable to put into force new contracts for both segments with the same provisions.

Some of the bakery union locals also have merged recently. This has strengthened the organization behind union demands on the retail segment. At present several retail manufacturing bakery groups involved in the negotiations are being represented by the Retail Bakers Council of Greater New York. A spokesman for one such group indicated that the complexity

## Bread Consumption Up 2½%, ABA Report Shows

NEW ORLEANS—Poundage sales of bread and yeast raised baked foods in 1955 were 2½% higher than in 1954, the secretary of the American Bakers Assn. said Feb. 7.

Harold Fiedler, Chicago, speaking before the annual convention here of the Tri-State Bakers Assn., used

weekly statistics collected by the ABA from bakers selling approximately 60 million pounds a week. As shown in the accompanying chart, the solid line denoting 1955 is consistently above the dashed line representing 1954. The base year 1947 is shown as the dotted 100 line. The figures are

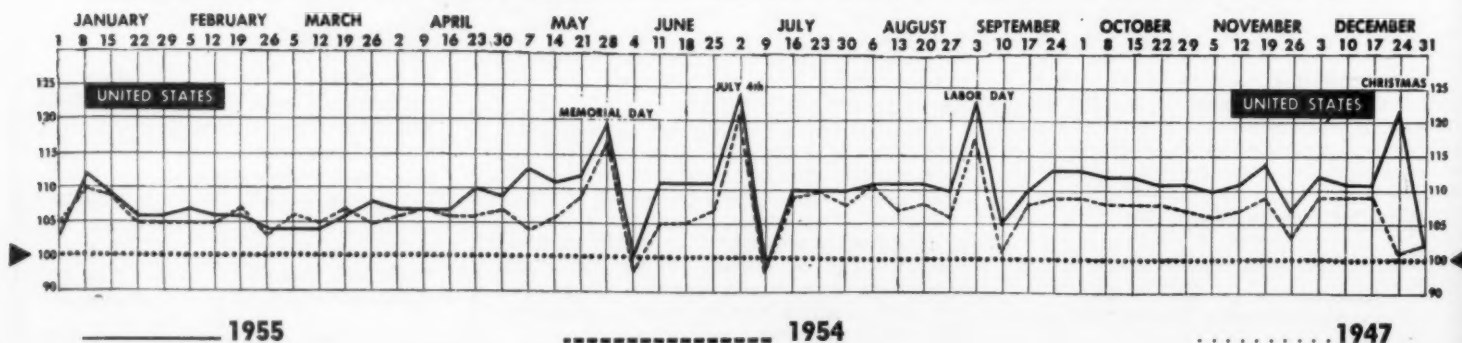
tabulated, Mr. Fiedler said, each week so that a percentage of increase or decrease can be constantly available. The chart shown is for the U.S.; charts are also prepared for the East, Central, South and West.

During the same period, Mr. Fiedler mentioned, population increased

1.7%, so that the actual increase in per capita consumption of baked foods is up only slightly. However, it is an improvement over 1954 compared with 1953 when the poundage decreased ½ of 1%, he emphasized.

It appears that the South had the greatest per capita increase.

### Bread and Other Yeast Raised Products - Sales Trends in 1954 and 1955





of retail bakery organization in the metropolitan New York area has, in effect, afforded no efficient means for handling matters affecting the overall retail segment. Most of the groups are based on nationality and specialty products.

Should the union-retailer negotiations bog down, it is feared that a strike in the retail segment of the industry here would be accompanied by sympathy walkouts on the wholesale level, despite the fact that contracts were renewed by the latter group only a few days ago. Until the retail segment and the union reconcile their differences, there is no assurance that a strike will be averted.

The contract negotiations are expected to take place all during this week.

—BREAD IS THE STAFF OF LIFE—

## Ward Baking Co. Shows \$1,522,400 Income in 1955

NEW YORK—Net earnings of the Ward Baking Co. for 1955 amounted to \$1,522,400, Faris R. Russell, chairman of the board of directors, has announced in his annual report to shareholders.

This was on sales of \$97,011,765 and compares with a net of \$1,538,785 on sales of \$95,240,525 for the fiscal year 1954.

After dividends on the preferred stock, earnings on the 785,680 shares of common stock outstanding at the end of 1955 were \$1.53 per share. In 1954 the earnings on 785,075 shares of common stock outstanding at the end of that year were \$1.54 per share. Federal taxes on income were provided at \$1.63 per share of common stock in 1955 and at \$1.64 in 1954.

Quarterly dividends on the common stock were paid at the rate of 25¢ per share, and a year-end extra dividend of 25¢ was paid on the common stock in 1955, or a total of \$1.25 per share, compared with a total of \$1.80 in 1954.

The increase in dollar volume of sales for the year reversed a downward trend which started in 1954 and continued into the early part of 1955. According to Mr. Russell "the improvement in sales and earnings in the second half of 1955, together with the prediction of a continuation of high industrial activity for the early part of 1956, give reason to believe that the company should improve its sales and profit position in the current year."

—BREAD IS THE STAFF OF LIFE—

## Jewel Tea Co. Plans \$1 Million Bread Bakery

CHICAGO—The Jewel Tea Co., food store chain, is considering plans for construction of a bread bakery adjoining its office and warehouse building at 1955 North Ave., Melrose Park, G. L. Clements, president, said recently.

The new facility would be Jewel's first bakery, he said. The company now obtains bread from other sources.

A. Epstein & Sons, Inc., is architect and engineer for the proposed building which will contain about 70,000 sq. ft. of floor space. Cost of the building and equipment is estimated at more than \$1 million.

## Retail Bakers Shape Up Plans for Chicago Convention; Crowd Expected April 8-11

CHICAGO—Acting on the premise that the 1956 convention and exhibition of the Associated Retail Bakers of America at the Hotel Sherman April 8-11, is to be a "working" convention, Eugene Bolliger, chairman of the bake shop committee, is developing a practical program of baked goods displays and demonstrations that will be one of the convention highlights.

In addition to the usual demonstrations by well known representatives of allied companies, Mr. Bolliger is enlisting the services of midwestern and Chicago bakers who have special skills or a trick-of-the-trade that could be a business-getter and time-saver for visiting bakers who haven't seen or heard of the innovation.

During a recent meeting of chairmen of the various convention committees a number of brand new gadgets and/or techniques of this type were discussed and added to Mr. Bolliger's list.

M. G. Rhodes, Standard Brands, Inc., New York, president of the Allied Trades of the Baking Industry, Inc., has joined with other baking industry leaders in urging bakers and

allied men to plan now to attend the convention and exhibition of the Associated Retail Bakers of America.

"As president of the Allied Trades of the Baking Industry," said Mr. Rhodes, "I am happy to suggest that now is the time to plan to be at the 1956 ARBA convention. Or, as the slogan has it, to 'See It in Chicago!'"

"The wide variety of exhibits that will be featured at the ARBA exhibition is another feature that all progressive-minded visitors will want to see. Because of Chicago's central and easily accessible location it is expected that this will be the most interesting display of retail bakery products and services ever seen at an ARBA 'exhibition.'"

The allied trades' interest in the convention was practically demonstrated last month when exhibits committee chairman Herman Dressel announced that all exhibit space in the Hotel Sherman's exhibition quarters was "sold out" nearly three months in advance.

Early planning and reservations for the convention is being recommended by the Chicago convention bureau, since other meetings are crowding the city's facilities.



Roy R. Peters

## Roy R. Peters Named Chairman Of Southern Bakers

ATLANTA — Roy R. Peters has been elected chairman of the board of governors of the Southern Bakers Association, Inc., for 1956. He is a native of Roanoke, Va. and after serving his baking apprenticeship he became associated with the Sunlite Bakeries in Roanoke, Va. His next major position of importance was with the Farm Crest Bakery in Cohoes, N.Y., where he was production manager for eight years.

Mr. Peters then joined the production staff of the Quality Bakers of America, Inc. and served as production service representative for five years.

In 1940 he resigned this position to become plant manager for the Butter-Krust Bakeries, Inc. at Lakeland, Fla., a position he held for six years; then in 1946, E. E. Kelley, Jr., president of Butter-Krust went to New York to become general manager of the Quality Bakers of America, Inc. Mr. Peters at this time was promoted to general manager of Butter-Krust, the position he holds today.

In the meantime, the Sunbeam Cake Bakers was formed, of which he is a partner with Mr. Kelley. For four consecutive years he has served as president of the Central Florida Bakers Council. Also he is serving a third term as a member of the board of governors of the SBA. Last year he was elected to the advisory board of the Royal Order of Loyal Loafers. He is active in civic affairs and is vice president of the Senior Chamber of Commerce at Lakeland. Mr. Peters is an enthusiastic golfer.

Mr. Peters is married to the former Katharine Donlon from Cohoes, N.Y. Mrs. Peters is well known to the members of SBA, having served as chairman of the ladies activities at the annual convention for several years at St. Petersburg, Fla.

They have one son, Roy R. Peters, Jr., serving with the army as 2nd Lt., stationed at Fort Benning, Georgia. He attended Valley Forge Military Academy at Wayne, Penn., the University of Florida and graduated from Florida Southern College at Lakeland, last June, receiving his degree in business administration.

The following have been elected to

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## Increase Bakery Sales Through More Merchandising, Joint Meeting Told

By JAMES W. MILLER

The American Baker Editorial Staff

EXCELSIOR SPRINGS, MO. — Closer attention to proven merchandising methods is the key to increased bakery sales, according to speakers who appeared before the combined meeting of the Missouri and Kansas Bakers Assns. at the Elms Hotel here Jan. 25. About 125 bakers and allied men braved a snowstorm to attend a repeat of the popular Excelsior Springs joint meeting held a year ago.

Increasing the variety of baked goods is the method which the retailers believed would do most toward increasing business in the smaller retail shop. Wholesalers were advised to make a continual study of supermarket operations in order to find the answer to the declining use of bread display space in groceries.

Bread is the profit king, E. J. Saxton, of Sperry & Associates, Chicago, told the wholesale session, because bread yields the highest profit per square foot of space and the biggest turnover in sales. He advised each baker to check all grocery outlets to see that bread selling space is not reduced. Mass display sells bread, Mr. Saxton declared, and in the battle for shelf space bread must hold its own or sales will decline. The speaker listed a multitude of new grocery items that are crowding for space in the markets.

### Continuous Turnover

"Bread and milk are the only two grocery items that are in daily need," the speaker said. "This results in continuous turnover and greater use of limited shelf space. A National Association of Retail Grocers survey shows that 30% of the space in grocery stores is taken up by items that move less frequently than once a

week. So, the space to be used for bread certainly is justified."

Mr. Saxton believed that it is up to each wholesale baker to find out what kind of retail treatment his bread is receiving and to use every means to sell the retailer on the advantages of bread.

C. M. Sandstrom, executive secretary of the Kansas Retail Grocers Assn., also pointed out the changing grocery retail picture to the bakers. A major point is the fact that more men are doing the grocery shopping now, he said. Bakery products must be designed and planned with the male viewpoint in mind now, as well as the female. And the product's quality must pass the test even more so now, he added. Surveys find that men do not pay as close attention to the pocketbook when they purchase groceries, Mr. Sandstrom said. So, if the baked product tastes as good as it looked to the man when he put it in his basket, there are bound to be repeat purchases.

### Retail Demonstration

Retailers observed a demonstration of a wide variety of cakes produced from a basic cake mix. Furnishing the demonstration were William Boone, Madame Jay's Bakery, Kansas City; Carl Pohl, Westport Bakeries; Guy Davenport, Lucy Lynn Bakeries, and W. F. Power, Swift & Co. H. R. Vernon, Chicago, also of Swift & Co., spoke on a variety of pound cakes which can be produced from a basic mix.

Chairmen of the wholesale session were Merle Hattburg, Peerless Bakery, Winfield, Kansas, president of the Kansas association, and David R. Newsam, Hammon Baking Co., Jefferson City, Mo., head of the Missouri bakers. Chairmen of the retail group

(Continued on page 47)





Frank X. Ragan



Philip I. Eisenmenger

**STANDARD BRANDS APPOINTMENTS**—Joel S. Mitchell, president of Standard Brands, Inc., has announced the election of Frank X. Ragan and Philip I. Eisenmenger as assistant vice presidents. Mr. Ragan has worked closely with the baking industry for many years. He has held many committee and other official assignments within the industry and allied trades—and is at present on the membership committee of the American Institute of Baking. Before his present promotion he was assistant to the vice president and worked on national bakery sales. Mr. Eisenmenger, who will continue heading Standard Brands activities in the institutional field, is currently chairman of the hotel and restaurant committee of the National Coffee Assn., chairman of the joint committee of the Coffee and Restaurant Industries, vice chairman (restaurant) of the Tea Association Committee, member of the board of directors of the Coffee Brewing Institute, member of the exhibitors' committee of the National Restaurant Assn. and member of the exhibitors' committee of the National Hotel Exposition.

## FDA Commissioner Describes Future Food Industry Changes

WASHINGTON—Recently the entire retinue of Food and Drug Administration officials met here in honor of the pioneering efforts for clean food and standard drug production started 50 years ago by the late Dr. Harvey Wiley.

The occasion was a 50th anniversary celebration of the start of what is now the FDA.

The featured speaker of the occasion was George Larrick, currently commissioner of the FDA and the third in line of succession of commissioners who followed Dr. Wiley. Preceding Mr. Larrick were Paul Dunbar and Charles Crawford.

After paying tribute to his predecessors, Mr. Larrick appropriately got out the crystal ball and made some predictions—most of which were favorable omens for the food processing industries. He also described the constructive role which he saw for FDA.

Remarking that there had been profound organizational and administrative changes in FDA since Dr. Wiley started his efforts in behalf of pure food, Mr. Larrick painted a new and encouraging picture in his vision of the future.

### Broad Changes Seen

In the technical progress in food handling and protection through use of modern chemical agents, the commissioner saw a broadly expanding and changing field in the food industry. He predicted vast increases in freezing, pre-packaging and preserving techniques which are now developing slowly but which, within the next decade, will more rapidly alter conditions in the home kitchen.

These changes, part of which have already been seen, will require even

broader activities on the part of the FDA. But, Mr. Larrick emphasized, the FDA will be a constructive and helpful partner for the food industries in assuring the public that food products will be wholesome, nutritious and insured against contamination by harmful ingredients.

Mr. Larrick sees FDA as something more than a police agency intent on apprehending violators of the Pure Food and Drug Act. He sees FDA as a helping hand for the food processing industries. The industries will be assured of well known ground rules within which they may operate and upon which they can with assurance carry their promotion and sales efforts to consumers.

While disinclined to go too far afield in charting the changes in dietary habits of the American public within the next decade, Mr. Larrick commented that all indications are that there will probably be less wheat flour consumed in homes as wheat flour. The future seems to indicate, he said, that wheat flour will increasingly assume the role of an accompaniment to other food products already prepared for cooking in the home. He foresaw continuation of a trend toward pre-mixes and packaged prepared products, with flour as a part of frozen dinners in the form of crusts and baked goods.

The Larrick look into the future seems to be backed by sound judgment acquired from wide activity in the food field, and it appears that the indicated trends can be profitable for the food industries. However, the developments will require prompt and steady adjustments of marketing procedures by many companies now in the field.

## Bakery Engineers Get Program Set for 32nd Annual Meeting

CHICAGO—The 32nd annual meeting of the American Society of Bakery Engineers will be held at the Edgewater Beach Hotel, March 5-8.

Those members who are to preside as session chairmen of the eight sessions and the four special events at the meeting have been announced by program chairman Len Franzen, Standard Brands, Inc., Chicago, and his assistant, R. J. Thelen, Pillsbury Mills, Inc., Minneapolis.

At the opening session on Monday morning, the current officers will be in charge. Past president Wallace K. Swanson, Stroehmann Bros. Co., Williamsport, Pa., will call the meeting to order, and after some music by the music chairman, William E. Maier, Maier's Bakery, Reading, Pa., assisted by John Wardlaw, the Borden Co., Montreal, Canada, president Martin Eisenstaedt, American Stores Co., Philadelphia, Pa., and his colleagues will be introduced and take over.

The chairman of the Monday afternoon session, March 5, will be Clifton R. Scarborough, the Borden Co., Kannapolis, N.C. On Tuesday morning Clayton C. Daley, Alfred Nickles Bakery, Inc., Navarre, Ohio, will be the session chairman. Tuesday afternoon will see Richard C. Bingham, Fuchs Baking Co., South Miami, Fla., preside.

On Wednesday morning, March 7, Robert Nicolait, Helms Bakeries, Los Angeles, Cal., will be in the chair. Wednesday afternoon Paul Kamman, American Bakeries Co., Chicago, will be the session chairman.

The usual "Bull Session" will be held Wednesday evening with the presiding officer past president M. J. Swortfiguer, American Dry Milk Institute, Inc., Chicago.

The final day of the meeting, Thursday, March 8, will see Myron T. Sadler, Basic Food Sales Corp., Atlanta, Ga., as the session chairman in the morning, and Don Webb, Pratt Webb Pies, Inc., Cleveland, Ohio, in the afternoon.

On Monday evening the usual engineers dinner will be held in the Polynesian Room under the chairmanship of Cecil Sowles, Siml & Sowles, Chicago. The baked foods display will be held on Tuesday evening under the direction of William L.

## ASBE SPECIAL FROM NEW YORK ANNOUNCED

NEW YORK—The schedule of the New York special train to the American Society of Bakery Engineers convention in Chicago, March 5-8, is as follows:

**Saturday, March 3—Leaves New York (Grand Central Station) 3:30 p.m. E.S.T.**

**Saturday, March 3—Leaves Harmon 4:20 p.m. E.S.T.**

**Saturday, March 3—Leaves Albany 6:25 p.m. E.S.T.**

**Saturday, March 3—Leaves Buffalo 11:36 p.m. E.S.T.**

**Sunday, March 4—Arrives Chicago 7:30 a.m. C.S.T.**

This will be a section of the Pacer-maker and will have roomettes, bedrooms and bedroom suites. For more complete information and reservations, write, wire or phone Plaza 9-4400 or Claude A. Bascombe, Standard Brands, Inc., 595 Madison Ave., New York 22, N.Y.



**NEW POSTER**—Subscribing to the idea which suggests that everyone do his best to increase per capita consumption of baked foods, the Chapman & Smith Co., Melrose Park, Ill., is distributing the poster shown above. The attractive, modern layout and four-color art process used is expected to give prominence to the poster's message. It has been suggested that the poster could be framed so that the retail baker would receive longer benefit.

Grewe, International Milling Co., Chicago. The traditional Early Birds Breakfast is planned for Wednesday morning, March 7, under the direction of Fred L. Cobb, Cobb's Sunlit Bakery, Green Bay, Wis.

Liquid ferment processes will be the general subject discussed at the Monday afternoon session. The session will take the form of brief statements by five members of the society experienced in this process. The statements of these five members will include the answers to the various questions which the membership submitted. The discussion will cover various methods of operating by liquid ferment processes, including the production of a variety of products and the benefits of this procedure.

The panel members who will participate are Harold McGhee, National Tea Co., Chicago, Ill., William H. Ziemke, Fairfax Bread Co., San Francisco, Cal., Anton Bosch, Gilbert's Bakery, New Haven, Conn., Henry T. Meigs, American Dry Milk Institute, Inc., Lafayette, Cal., and Paul Holder, Loblaw, Inc., Buffalo, N.Y.

—BREAD IS THE STAFF OF LIFE—

## Union Machinery Co. Names Two Executives

JOLIET, ILL.—Fred D. Marasso has been elected vice president in charge of engineering of Union Machinery Co., a subsidiary of American Machine & Foundry Co., it has been announced by John E. Morrill, Union president.

Mr. Marasso was formerly chief engineer with Union. He joined the bakery equipment company in 1920 as an assembler, was promoted to the position of service engineer in 1928 and made chief engineer in 1934. He is a member of the American Society of Bakery Engineers.

Edward A. Smith has been elected comptroller of Union. He was formerly chief accountant, a position he has held since joining the company in 1950. Prior to joining the bakery equipment company he was with Haskins & Sells, certified public accountants, in Chicago.

# Future of Retail Segment of Baking Discussed at Potomac States Meeting

By GEORGE W. POTTS  
American Baker Editorial Staff

BALTIMORE—The Potomac States Bakers Assn. celebrated its 40th anniversary at the annual convention of the group held at the Lord Baltimore Hotel here Jan. 29-31.

Developments affecting the future of the baking industry with some "do and don't" counsel, particularly to the retail segment, formed the basis of the program.

"The Future of the Retail Baker" was discussed in addresses by Eric J. Klotz, College Bakery, Baltimore, covering the subject from the single unit standpoint, and Sam Silber, Silber's Bakery, Baltimore, stressing the multiple unit outlook.

Referring to modern trends in food merchandising, Mr. Klotz stated that "packaged goods have become a delicate subject" which could "boomerang and tend to wipe out the retailer." If the trend forced the retailer into that type of volume sales and volume packaging to assure existence, the retailer would lose his identity as it is now understood, he contended. He further argued that the trend would lead to switching of brands and subsequent continuous "big promotion" confusing to the consumer, and predicted that the trend would "eventually defeat itself."

## Regimentation Trend Charged

This speaker viewed in prepackaged goods a trend to "regimentation" that would lead to a "take it or leave it" attitude with the retail baker adopting the strictly commercial approach of "all one type and dozen or none." He counseled the baker to strive for variety and top quality essential for success of the true retail store. He also advised the retailer to do a better job in sales training and interest youth in the industry, noting that the average age of bakers in that area was 60 years.

Mr. Silber saw the multiple-unit future "very bright at least for many years to come," but described the frozen food business as "tremendous" and told the bakers they would have to "join it because they can't fight it."

This speaker viewed the independent baker as having a psychological advantage as he can determine the desires of the customer more readily, do a better staff training job, check the stock more closely and be "nearer the customer." However, he saw the multiple-unit baker in a better position to keep abreast of changing merchandising trends, able to purchase in volume at a better price and able to afford better assistance in advertising, promotion, merchandising and production. He further saw the multiple-unit having a psychological advantage over the large market as they can make the public "think of them in a more personal way." He advocated cashier check-outs, but not self-service.

Mr. Silber told the bakers they should promote a better press throughout the country, support technical baking schools, promote better public relations, strive for top quality and keep up with advanced methods of production.

On the consumer side he called for instruction of the housewife concerning storage of baked goods, heating to bring out best quality, serv-

ing of baked products, and urged the bakers to "give her items she wouldn't attempt to make herself." Referring to premises, he viewed the advertising of these products as beneficial to the industry and told the bakers to constantly strive to improve quality to combat the premium.

## More Emphasis in Future

Mr. Silber said that supermarkets have learned the importance of the bakery products department and are emphasizing it more and more. He looked on this as a real problem with one Baltimore supermarket using baked goods as leader items. He further noted the shopping center trend and told the bakers they should recognize their value in the shopping center.

Bakery operations in shopping centers were covered in more detail in an address by Bernard Bowling, Plehn's Bakery, Louisville, president of the Associated Retail Bakers of America.

## Unjust Rental Load

Mr. Bowling contended that bakers were carrying an unjust load in rentals in most shopping centers, with charges up to \$3.82 per square foot

per year against \$1 for chain stores. He said the owners contend that the chain stores should get a "break" because they attract more traffic. This is not true, according to Mr. Bowling, who holds the theory that a good bakery in a shopping center can draw as many customers per square foot of area as a chain store.

Further hammering at the landlords' unfair approach in payments, he stated that any landlord is "out of his mind" who expects an investment paid off in three years. He saw most of these agreements as "unreasonable" and told the bakers to take a logical approach and argue for better business propositions. "Chains would not agree to the average basis required of bakers," he declared.

The ARBA president cautioned the bakers to "read the fine print" in leases so they are not paying outside costs for the big stores. He told them to watch for clauses that would affect store hours and vacations, be certain of provision for adequate employee parking, check width of store against layout and oven size, check plumbing against local health requirements, and watch out for entertainment facilities in the center

## Survey of Shopping Center Bakeries Can Provide Valuable Guide for Retailers

BALTIMORE—During the recent convention of the Potomac States Bakers Assn., Bernard Bowling, Plehn's Bakery, Louisville, recommended that retail bakers "get all the facts" before contracting for shopping center space.

Some of Mr. Bowling's points were stressed in the accompanying story. The following additional statements may help to clarify the chart. Mr. Bowling says:

From the chart it is obvious that

some are good and some are bad. After considering all the facts, it seems that the bakers, along with other small businesses, are carrying the financial load of most shopping centers. Super markets in all these centers, but one, pay an average of \$1 sq. ft. per year rent, including parking space. In the case of Store "D" they pay \$1.25 sq. ft. because of the huge parking area.

However, bakeries are paying up

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## SURVEY OF SHOPPING CENTER BAKERIES

Store	Minimum Monthly Rent	Total Square Feet	Minimum Rent Per Sq. Ft. Per Year	Average Rent Per Sq. Ft. Per Year	Total Parking Stalls	Stores in Center	Average Weekly Sales	Rental % of Total Sales
"A"	\$200 flat	850	2.94	2.94	250	27	\$ 900	5.1 %
"B"	\$250 + 5 % over 50,000	1840	1.63	2.39	200	12	1500	5.64 %
"C"	\$200 flat 10 yrs.	2000	1.20	1.20	700	26	1300	3.55 %
"D"	\$500 + 5 % over 120,000	2400	2.50	2.50	1600	31	2000	5.77 %
"E"	\$270 or 5 %	1800	1.80	2.89	800 + 200 for employees	17	2000	5 %
"F"	\$320 + 5 % over 64,000	1920	2.00	...	1500	70	Not yet open	
"G"	\$175 + 7 % over 42,000	1210	1.74	3.82	660	16	1500	5.94 %

as they cause parking lot problems.

Mr. Bowling distributed average cost charts for shopping centers and told the bakers to compare the costs with their own areas. He said there might be a variance in labor costs but material costs would be about even throughout the nation.

Mr. Bowling congratulated the PSBA on its 40th anniversary and extended an invitation to the American Retail Bakers Assn. convention in Chicago. He stressed the importance of association at all levels and urged support, noting that without trade associations to help solve today's problems, the baking industry would be "lost."

## Bread the Buyer Likes

In an address titled "Bread—Today and Tomorrow," Raymond T. Bohn, Bohn Food Research, Inc., Scarsdale, N.Y., predicted that the public would continue to demand bread of comparable texture, quality and taste in the future.

He stated that continuous or brew process and pounds of bread per man-hour were not of interest to the public and they will want the same type now offered regardless of process of manufacture. He favored further research on the staling problem, but said it must not affect taste. His recommended course for the future was to make the quality bread the public likes and stress nutrition. He contended that bread fits well into the health program and stressed that the baker should be able to tell the customer why.

Mr. Bohn reviewed the evolution of the modern loaf of white bread, noting the introduction of wrapped bread in 1912, the high speed mixer in 1920 and slicing in 1927. He stated that the public today would not accept the type of white bread offered prior to 1920.

The speaker cited the nutrition program and the addition of milk and declared that sugar has added most to the flavor of bread the public wants. He stated that breads with the best consumer acceptance contain 7 to 8% sugar.

Mr. Bohn told the bakers that the requirements for an acceptable loaf are softness, tenderness, moist crumb, flavor, nutrition and freshness without being a spongy, soggy loaf. "A good, soft loaf is a challenge and we should bend to accomplish it," he contended.

Referring to the decline in the consumption of wheat flour products, Mr. Bohn pointed to the "legend fostered by crack-pot faddists" as the biggest factor. He called on the bakers to stress that bread is a fine, nutritious food, that sugar has far less calories than most think and that sugar substitutes have no nutritive value and calorie content is not reduced by synthetic sweeteners.

The fine, honest quality of enriched bread should be broadcast and bread pushed closer to the classification of a "health food," he concluded.

George N. Graf, general manager of Quality Bakers of America Cooperative, Inc., New York, declared in a stirring address that "the time has come to take another good look at the industry."

Using a series of charts tending to prove an old theory that industry follows a growth pattern which spurts in the infancy of the industry and levels off as it matures, he contended that "it will take a revolution to put the baking industry back on its feet." It is up to the industry to take destiny in its hands and promote this revolution, he stated.

Mr. Graf pointed to the need for

(Continued on page 44)



## Flour Market

# Washington News Dominates Outlook

Hard winter wheat flour prices were moderately lower at the start of February than they were a month earlier, but spring wheat flour quotations showed little change in the month-to-month comparison. Price developments closely followed changes in cash wheat prices at Kansas City and at Minneapolis, respectively, as fluctuations in the price of the by-product millfeed were very minor and affected the pricing formula only slightly. With Congress about to consider action on a new price support bill which could change both supplies and support rates substantially, markets in early February were quite static while all trade elements watched Washington developments closely. Of top importance, too, in the market picture were crop and weather conditions in the winter wheat belt. While new legislation could affect 1956 crops, including wheat, at the earliest, influence of moves made in Washington was bound to be felt in the current crop markets as well.

Wheat prices, as reflected in the May futures quotations, showed only fractional variation in the month ending Feb. 3. The July futures, meanwhile, were off 1@3¢ bu., reflecting largely the improved moisture situation in the Southwest. Cash wheat at Minneapolis was up 2¢ on ordinary grades and about unchanged for higher proteins. At Kansas City, the situation was different, with higher quality wheat down 3¢ bu. or more and ordinaries off 1¢ bu. in the month-to-month comparison. Flour was quoted at Kansas City about 8¢ sack less in early February than a month earlier, while at Minneapolis standard bakery grades were quoted at the same level as a month earlier.

## Bakers Step up Flour Buying

Bakery flour buyers found a likely spot at which to book forward requirements of hard winters in the second week of January. Purchasers were the heaviest since the big round of buying last July and totaled around 3 million sacks. Somewhat more than half of this amount was booked by chain baking companies, and independent bakers purchased the balance. Sales of spring wheat flour held to fairly consistent levels throughout January as bakers took replacement lots of flour ordered for delivery during the period. Because of uncertainties regarding farm legislation and weather, most buyers in the early part of February were cautious about additional extensive buying.

Market  
Editor

George L. Gates



## Farm Legislation Still in Works

Reports from Washington indicate that the Senate Agriculture Committee is likely to present a bill to the Senate containing the soil bank proposals outlined by President Eisenhower in his special farm message. However, the bill also was expected to include a repeal of the flexible price support provisions now in effect and call for a return to rigid 90% of parity supports on wheat as well as other basic commodities. What the final outcome will be is unknown at this time, although many observers lean to the belief that President Eisenhower would veto a bill asking for higher supports even though it included his soil bank provision. The House, at the last session of Congress, passed a 90% support bill, and because of the addition of other features to the Senate measure now contemplated, a conference committee would have to work out differences. Thus, the final outcome is highly uncertain at the time of this writing.

## Important Changes Very Possible

A return to 90% supports, of course, would certainly indicate a boost in wheat prices from levels now indicated by new crop futures. In addition, the soil bank plan, if enacted, would be expected to remove some 12 to 15 million acres from wheat production eventually, which should further tend to strengthen prices. With politics dominating this legislation to an even greater extent than usual in this election year, a number of observers lean to the opinion that Congress will lean to the generous side in actions affecting farmers' income.

Meanwhile, market observers were also sizing up the current year's wheat supply figures, which point generally to more ample "free" supplies than at this time a year ago. The U.S. Department of Agriculture reported recently that stocks of wheat on Jan. 1 were the largest on

record, totaling 1,535 million bushels and nearly 4% more than a year ago. Of the total, the government owned 888 million bushels, but because a smaller amount of 1955 wheat was held under supports, the amount of "free" wheat Jan. 1 at 421 million bushels was 62 million more than a year earlier. Some 223 million bushels were under loan on Dec. 15. More recent figures have not yet been announced, but private reports indicated no great rush toward loan participation as the deadline of Jan. 31 approached. Last year, when "free" supplies were smaller, the support program had less of an influence in boosting late-season prices than in previous years, it may be recalled.

—BREAD IS THE STAFF OF LIFE—

## New England Bakers Lose Two Secretaries

BOSTON—Robert E. Sullivan, executive secretary of the New England Bakers Assn., and James W. Mackey, assistant executive secretary, have resigned from the association.

Mr. Sullivan is leaving March 1, 1956, in order to devote his full time to his work as secretary-treasurer of the Boston Bakery Employers Labor Council and his private labor relations practice with other bakeries in New England. Mr. Mackey left Jan. 28 to accept a position as sales representative for Sands, Taylor & Wood Co.

Miss Mae Greechie, who has been connected with the association for a number of years, will continue in her present capacity as secretary.

Mr. Sullivan served the association as executive secretary since 1933. Mr. Mackey first came with the association in 1948. Further plans for the association's activities from its office at 51 Exeter St., Boston 16, will be announced by the board of governors at a later date.

A dinner honoring the two secretaries will be held at the Harvard Club, 374 Commonwealth Ave., Boston, Feb. 24, for members and associated members of the NEBA. Reservations may be made with Miss Greechie.

## Prize-Winning Bun Package Contest Set for Chicago

CHICAGO — The Inter-Industry Bakery Package Committee, Chicago, is going to select the best looking bakery package for hamburger buns and award it a prize at a contest here in March.

With the consent of the American Society of Bakery Engineers, the baked foods display during the ASBE meeting will be used as the display area for packages competing for the award.

A special "Jury of Award" will be selected by George Graf, Quality Bakers of America, New York, chairman of the Inter-Industry Bakery Package Committee, and Merrill Maughan, executive secretary. This jury will judge all hamburger bun packages which are on display on Tuesday, March 6, and make the award the following day at the meeting of the Inter-Industry Bakery Package Committee at the Edgewater Beach Hotel.

Packages should be mailed so as to arrive not later than March 5. They should be mailed to W. L. Grewe, Chairman Baked Foods Display, American Society of Bakery Engineers, Edgewater Beach Hotel, Chicago 40, Ill.

—BREAD IS THE STAFF OF LIFE—

## STANDARD BRANDS DIVIDEND

NEW YORK — At a meeting of the board of directors of Standard Brands, Inc. held Jan. 26, 1956, a quarterly dividend of 50¢ per share was declared on the common stock, payable March 15, 1956, to stockholders of record Feb. 15, 1956. At the same meeting, the quarterly dividend of 87½¢ per share was declared on the preferred stock, payable March 15, 1956, to stockholders of record March 1, 1956.



J. A. Silva

**JOINS LAND O'LAKES**—J. A. Silva, former staff member of the bakery division of the American Dry Milk Institute, Inc., has been named special sales representative for the Dry Milk division, Land O'Lakes Creameries, Inc. He will devote his entire time to special sales representative duties, calling on the bakery trade. Mr. Silva has spent all his business life in the baking industry, for the past eight years with ADMI except for a South American leave of absence. He will carry on his new assignment for Land O'Lakes from New York, where he resides.

## Summary of Flour Quotations

Feb. 4 flour quotations in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring top patent	6.25@6.40	6.46@6.48	6.11@6.28	6.01@6.18	6.15@6.35
Spring high gluten	6.15@6.35	6.01@6.18	5.75@6.00	5.89@6.02	5.79@5.97
Spring short	6.15@6.35	6.01@6.18	5.75@6.00	5.89@6.02	5.79@5.97
Spring standard	6.15@6.35	6.01@6.18	5.75@6.00	5.89@6.02	5.79@5.97
Spring straight	6.15@6.35	6.01@6.18	5.75@6.00	5.89@6.02	5.79@5.97
Spring first clear	6.15@6.35	6.01@6.18	5.75@6.00	5.89@6.02	5.79@5.97
Hard winter short	5.89@6.02	5.75@6.00	5.62@5.87	5.52@5.87	5.42@5.64
Hard winter standard	5.79@5.97	5.65@5.87	5.52@5.87	5.42@5.64	5.32@5.54
Hard winter first clear	5.79@5.97	5.65@5.87	5.52@5.87	5.42@5.64	5.32@5.54
Soft winter short patent	6.13@6.32	6.03@6.22	5.83@6.02	5.73@5.92	5.63@5.82
Soft winter standard	6.13@6.32	6.03@6.22	5.83@6.02	5.73@5.92	5.63@5.82
Soft winter straight	6.13@6.32	6.03@6.22	5.83@6.02	5.73@5.92	5.63@5.82
Soft winter first clear	6.13@6.32	6.03@6.22	5.83@6.02	5.73@5.92	5.63@5.82
Rye flour, white	4.72@4.77	4.40@4.45	4.22@4.27	4.02@4.07	3.82@3.87
Rye flour, dark	3.97@4.02	3.65@3.70	3.47@3.52	3.27@3.32	3.07@3.12

	New York	Phila.	Boston	Pittsburgh	*New Or.
Spring high gluten	7.23@7.33	7.30@7.40	7.23@7.33	7.05@7.27	6.80@7.00
Spring short	6.85@6.95	6.88@6.98	6.70@6.81	6.45@6.55	6.25@6.35
Spring standard	6.78@6.88	6.80@6.90	6.78@6.88	6.60@6.81	6.25@6.45
Spring first clear	6.50@6.75	6.60@6.70	6.52@6.77	6.30@6.79	5.75@6.15
Hard winter short	6.41@6.51	6.40@6.50	6.43@6.53	6.25@6.52	5.85@5.95
Hard winter standard	6.21@6.31	6.15@6.25	6.23@6.33	6.05@6.37	5.70@5.85
Hard winter first clear	6.21@6.31	6.15@6.25	6.23@6.33	6.05@6.37	5.70@5.85
Soft winter short patent	5.55@5.55	5.55@5.55	5.57@5.57	5.37@5.37	5.17@5.17
Soft winter standard	5.55@5.55	5.55@5.55	5.57@5.57	5.37@5.37	5.17@5.17
Soft winter first clear	5.55@5.55	5.55@5.55	5.57@5.57	5.37@5.37	5.17@5.17
Rye flour, white	5.15@5.25	5.20@5.30	5.05@5.17	4.85@4.97	4.65@4.77
Rye flour, dark	5.15@5.25	5.20@5.30	5.05@5.17	4.85@4.97	4.65@4.77

\*100-lb. papers. †Bakery wheat flour in 100-lb. papers.





**BASEBALL'S BAKER**—Parke Carroll, general manager of the Kansas City Athletics, was made an honorary member of the Missouri Bakers Assn. at the recent Missouri-Kansas bakers meeting at the Elms Hotel in Excelsior Springs, Mo. In addition the bakers presented him with a decorative cake replete with Athletic pennants and symbols. Shown above, left to right, are David R. Newsam, president of the Missouri association, Jefferson City; Sam Pasternak of the Cake Box Bakers, Kansas City, who baked the cake; Mr. Carroll, and Merle Hatteburg, Winfield, Kansas, president of the Kansas Bakers Assn.

## 1955 Flour Production Up 2% From 1954 Total

U.S. wheat flour production in the calendar year 1955 showed the first increase over a year earlier since 1951.

Total production for the year is estimated at 226,110,000 sacks—up approximately 2% from the 1954 total of 221,756,000 sacks. This estimate is based on Bureau of the Census reports for January-November and The Northwestern Miller's estimate of December production.

Flour production dropped from 305.5 million sacks in 1947 to 225.7 million sacks in 1950, then rose to

229.3 million sacks in 1951, and then dipped again to approximately 221.8 million sacks in 1954.

Civilian per capita consumption of flour was approximately 124 lb. in 1954, according to the U.S. Department of Agriculture's Food Situation report, but was expected to show a further decline to 121 lb. in 1955.

However, even with a further dip in per capita output, it appears that the population increase and the increase in flour exports in 1955 were enough to bring a gain over 1954 production.

As can be seen on the accompanying chart, daily average production figures in 1955 have been ahead of corresponding figures for most of the months during the year. The principal exceptions to this trend occurred in August and September, when mills at Buffalo were closed for part of each month because of an elevator strike.

The Northwestern Miller estimates of flour production are based on reports received from mills in principal production centers and regions which are believed to account for approximately 73% of total U.S. flour output.

### C. J. Patterson Co. Buys Trout Baking Co.

BOONVILLE, MO. — The Trout Baking Co., Inc., was purchased recently by the C. J. Patterson Co. of Kansas City, Mo. Robert M. Patterson, president of the latter firm, has announced that the bakery will be renamed the Holsum Bakers of Boonville.

This makes the 14th bakery in the Patterson group. The plant serves the central Missouri area with 23 wholesale routes.

Benjamin Trout will retire from active participation in the firm's activities, while Donald Trout, son of the founder, will remain as manager of the company under the new ownership. No changes in the office or sales organization have been planned.

### New Protein Bread Introduced with Aid of Large-Scale Promotion

Residents of South Bend, Ind., recently became the first in the nation to sample an entirely new loaf of light bread containing a new concentrate of complete protein called "V-10 Protein." It is said to offer a "remarkably high complete protein value with extremely low fat content."

The new concentrate of complete protein is being introduced by the Wisconsin Alumni Research Foundation, Madison, a research organization whose earlier developments in the food world include the irradiation process for producing vitamin D; nu-world cheese, and "Cranseeds," whole, processed cranberries.

Introduction of the new bread was made by the Kreamo Bakeries of South Bend. No "exclusive" marketing arrangements are being made, however, according to foundation officials. The new protein development is available to all bakers, regardless of size or location. The protein concentrate is being manufactured by the Special Foods Co., of Red Wing, Minn.

Promotion of the new bread in South Bend media began on Jan. 23, with newspaper publicity and radio and TV interviews with foundation and bakery representatives. Fact sheets and information kits were distributed to key editors in advance of the promotion, and loaves of the new bread are being presented to doctors, home economics teachers, and others interested in the new development.

A full-scale merchandising job is being carried out by the King Midas Flour Mills, Minneapolis, which has been licensed to supply high protein bread mix to bakeries. King Midas plans extensive use of radio, TV, newspaper advertising and point-of-sale materials as the campaign progresses.

The present V-10 Protein promotion schedule calls for introduction in several additional markets during the next few months.

### National Starch Buys Chicago Property

CHICAGO—S. F. Thune, vice president, National Starch Products, Inc., has announced the purchase of several acres of land adjoining the present plant property located at 3641 So. Washtenaw Ave., Chicago, 32.

The acquisition of this property squares out a full city block with extended railroad frontage.

### BAKERY SALES STRONGER

WASHINGTON — November, 1955, sales of bakery products in retail establishments were even with November, 1954, sales and increased 1% compared with October, 1955, figures, according to the U.S. Department of Commerce. Dollar volume estimates of sales for the first 11 months of 1955 were down 5% compared with a similar period in 1954.

### H. Piper Bakery Sells Grocery Division

CHICAGO—The New Process Baking Co. has purchased the grocery store division of H. Piper Co., Chicago baker, Edmund Kutchins, New Process vice president, has announced.

The acquisition included the customer lists, trucks, and personnel of the division, said Mr. Kutchins. The price was not disclosed.

Piper will continue baking and delivery for restaurants and will serve New Process with some variety products, Mr. Kutchins said.

### Appoints New Officers

CHICAGO — The H. Piper Baking Co. has announced several changes in its executive staff and in the organization's policy. Stephen N. Flowers, former plant manager, has been made president; Charles deVaux is vice president; Harry Newberger will be secretary-treasurer, and Edward Sage has been named general sales manager.

### Bread Vending Machines Run Into Licensing Troubles

ELIZABETH, N.J. — The board of health here is holding in abeyance applications of bread vending machine operators pending a study of regulations which may be required for proper inspection and licensing of the machines.

George E. Laubach, city health officer, said that the board's action in holding up the applications did not constitute any type of ban on the vending machines as reported in the newspapers. He explained that a thorough study is needed, involving questions of type of machine used, whether tamper proof, inside construction, if refrigerated and times accessible for inspection.

### U.S. Wheat Flour Production for December, 1955

(Figures for Buffalo, Kansas City and Minneapolis represent 100% of production. Adjusted estimates for the U.S. are based on reports from mills which are believed to account for approximately 75% of the total U.S. wheat flour output.)

	Dec., 1955	Nov., 1955	Dec., 1954
Minneapolis .....	987,300	1,015,600	960,100
Interior Northwest .....	1,865,500	1,978,000	1,949,900
<b>NORTHWEST</b> .....	<b>2,852,800</b>	<b>2,993,600</b>	<b>2,910,000</b>
Kansas City .....	1,209,400	1,181,900	1,145,100
Interior .....	4,199,500	4,316,700	4,020,300
<b>SOUTHWEST</b> .....	<b>5,408,900</b>	<b>5,498,600</b>	<b>5,165,400</b>
<b>BUFFALO</b> .....	<b>2,445,000</b>	<b>2,368,100</b>	<b>2,464,600</b>
<b>CENTRAL AND SOUTHEAST</b> .....	<b>2,364,400</b>	<b>2,500,300</b>	<b>2,406,900</b>
<b>NORTH PACIFIC COAST</b> .....	<b>1,286,300</b>	<b>1,329,900</b>	<b>1,342,900</b>
<b>TOTALS</b> .....	<b>14,357,400</b>	<b>14,690,500</b>	<b>14,289,800</b>
Percent of U.S. Total .....	72.6	74.3	74.5
<b>ADJUSTED ESTIMATES, U.S.</b> .....	<b>19,776,000</b>	<b>19,758,000*</b>	<b>19,174,000*</b>
<b>AVERAGE PER DAY</b> .....	<b>898,000</b>	<b>941,000*</b>	<b>834,000*</b>

\*Indicates actual census total.

### WILL HEAD SBA

(Continued from page 11)

the board of governors of the Southern Bakers Assn.:

Alabama—William McGough, McGough Bakeries Corp., Inc. Birmingham, Ala.  
Florida—O. L. (Roy) Allen, Flowers Baking Co., Inc., Jacksonville, Fla.  
Georgia—Russ Westerstrom, Lee (Colonel) Baking Co., Atlanta, Ga.  
Louisiana—Fren F. Boustany, Huval Baking Co., Inc., LaFayette, La.; Andrews P. Reising, Sunrise Bakery, New Orleans, La.  
Mississippi—Charles H. Koestler, Koestler's Bakery, Inc., Vicksburg, Miss.  
North Carolina—Paul A. Jones, Jones Bakeries, Inc., Winston Salem, N.C.  
South Carolina—R. H. Jennings, III, Palmetto Baking Co., Orangeburg, S.C.; L. T. Pickett, Columbia Baking Co., Columbia, S.C.  
Tennessee—Raymond A. Hunt, Colonial Baking Co., Chattanooga, Tenn.  
Virginia—T. H. Lowery, Mgr., Columbia Baking Co., Harrisonburg, Va.

O. L. Allen was appointed by Roy Peters, chairman of the board, to serve Mr. Peters' unexpired term as governor from Florida.

In the South Carolina election R. H. Jennings, III, was elected to a two-year term, L. T. Pickett was elected for one year. Regular elected term of office for others is 1956-57.

In Louisiana Mr. Boustany will serve for two years and Mr. Reising will serve one year.

Southern Bakers Assn. carryover governors are:

Alabama—C. D. Singelton, Collins Baking Co., Montgomery, Ala.  
Georgia—Howard W. Fisch, Highland Bakery, Inc., Atlanta, Ga.  
Florida—Ogden A. Gelfuss, Columbia Baking Co., Atlanta, Ga.  
Mississippi—Phil B. Hardin, Hardin's Bakery, Meridian, Miss.  
North Carolina—Lloyd C. Bost, Bost's Bakery, Shelby, N.C.  
Tennessee—F. B. Evers, Jr., American Bread Co., Nashville, Tenn.  
Virginia—Louis F. Barth, Colonial Stores Bakery, Atlanta, Ga.



**MICHIGAN BAKERS CONFERENCE**—The lobby of Kellogg Center was filled with the fanciest of cakes, pies, cookies displayed by many of the 267 bakers attending the fourth annual Michigan Bakers Educational Conference at Michigan State University, East Lansing, recently. (Second from left) Michigan bakers, happy that Michigan State won the Rose Bowl football game, honored Dave "The Toe" Kaiser, Spartan placekicking hero, at the evening banquet. Stanley Dickson, at left, Howell, Mich., baker and president

of the Associated Bakers of Eastern Michigan, gave a specially-decorated Rose Bowl facsimile cake to Dave. At the left is the chairman for the evening banquet. (Second from right) A cake decorating demonstration by Wallace Gavler, of Hagelsteins, Royal Oak, was one of the highlights at the annual conference. (Right) An elaborately-decorated cake shown by Dale Cummins, at left, of Allman & Cummins Bakery of Battle Creek, was the center of much attention. Admiring the cake are Mrs. George Maurer, center, and Mrs. Harry Cortney, right, both of Detroit.

## Cakes Hold Spotlight; Michigan Meeting Attracts 267 Bakers

By HERBERT A. AUER  
American Baker Special Writer

**EAST LANSING, MICH.**—Michigan bakers, meeting for their fourth educational conference at Michigan State University, took advantage of a news situation to gain much publicity and to provide a highlight for their evening banquet.

Michigan has a new hero and the bakers devised a special salute. Ever since Jan. 2, 1956, at Pasadena, Cal., Dave Kaiser, Michigan State University placekicker, has been a hero. In that game, Dave kicked a field goal with seven seconds left to play to give Michigan State a 17-14 thrilling margin over UCLA.

The Michigan bakers cashed in on this situation. Stanley Dickson, president of the Associated Bakers of Eastern Michigan, and himself a graduate of Michigan State, gave Mr. Kaiser a specially-decorated Rose Bowl facsimile cake at the conference banquet. Naturally, the press carried the picture and indirectly promoted the decorated cake business.

And in an informal discussion between conference sessions, L. Carroll Cole, Cole Bakeries, Muskegon, chairman of the Michigan Bakers Assn. educational committee, commented that more decorated cakes than ever before are being sold in Michigan. Michigan residents—enjoying a generally prosperous time—are quick to spend a little extra for a decorated cake.

The cake for Mr. Kaiser, the extensive display of fancy cakes in the lobby, and five cake-decorating exhibitions all led to much discussion about cakes. Mr. Cole told about baking a cake in the shape of a ship for a special party in "Muskegon, the Port City," Rudolph Kwast, of Kwast Bakery, Lansing, recalled a cake he baked in the shape of an open Bible for a church affair, and there were other recollections, too. The bakers and the lobby visitors all agreed that cakes come in all sizes and designs.

The cake-decorating experts operated in the Kellogg Center ballroom during the morning, each upon a platform, specializing in a certain kind of cake. Wallace Gabler, Hagelstein's Bakery, Royal Oak, decorated a wedding cake; Frank Wassman, Awrey Bakeries, Detroit, novelty cakes; Margaret Sheppard and Geraldine Jones, Fred Sanders Company, Detroit, portrait cakes; Kenneth Clayton, Dutch Mill Bakery, Lansing,

Easter specialties; Lee Johnston, Godde Pastry Shoppes, Battle Creek, Christmas ideas.

Mrs. Jones got into the Kaiser act, too, by painting the face of the Spartan football hero, on a Sanders cake.

The conference, which attracted 267 bakers, heard a series of speakers at the afternoon session. Miles Nelson, chief, Michigan Bureau of Marketing and Enforcement, discussed "Our Problems and Yours"; John Clark, Roselyn Bakeries, Indianapolis, Ind., talked about "Ideas that Sell," and Harold Snyder, Baking Industry magazine, stressed the importance of advertising.

The educational conference idea was praised by Dana Rose, Michigan Bell Telephone official, in his address to the evening banquet. He lauded the educational conference approach as helping the bakers to produce their goods quicker, better, and cheaper. His general theme was about public relations in business.

Joining the Michigan State University College of Business and Public Service and the Continuing Education Service in sponsoring the annual conference again were the Michigan Bakers Assn., Detroit Retail Bakers Assn., Associated Bakers of Eastern Michigan, Associated Bakers of Western Michigan, and the Allied Trades association.

### Plant Manager

**MINNEAPOLIS**—Announcement of the appointment of Maynard M. Bartley as Chicago plant manager for Rap-in-Wax Paper Co. has been made by W. E. Zimmermann, executive vice president of the firm.

Mr. Bartley started with Rap-in-Wax in 1939 as a member of the art department. He later served in sales, purchasing and traffic departments before assuming his present duties as personnel and industrial relations director.

Born in Dexter, Minn., Mr. Bartley graduated from the Minnesota College of Law in 1933. Before coming to Rap-in-Wax he was sales manager of the Record Printing Co. of Minneapolis, and later headed his own home loan service in the Twin Cities.

In addition to his new responsibilities as Chicago plant manager, Mr. Bartley will continue to handle industrial relations for the firm's plants, Mr. Zimmermann said.

## Fleischmann Issues Merchandising Plan For "Good Breakfast" Program

A complete merchandising plan for local support of the 1956 "Good Breakfast Means Good Morning" program is being distributed to the nation's bakers by field representatives of the Fleischmann division of Standard Brands, Inc.

The merchandising plan was designed to supplement and support the "Good Breakfast" program the Bakers of America Program is promoting on a nationwide basis by giving individual bakers and groups of bakers the materials and suggestions they need to tie in with it at the local level.

Pointing out that "The two best tools to use in building support for the 'Good Breakfast' program are publicity and advertising," the Fleischmann plan gives detailed advice on how to obtain the publicity and actual copy and artwork for use in the advertising.

Two outstanding features of the publicity part of the plan are the suggestion that the bakers of each city get the mayor to proclaim a "Good Breakfast Week," and that they join with other food producers and distributors in holding a "Good

Breakfast Breakfast," to which the mayor, the press and all other interested groups could be invited.

The Fleischmann plan's advertising aids include artwork and copy for newspaper ads, suggested commercials for radio and TV and suggested "Good Breakfast" displays of baked foods, companion foods and posters in grocery stores.

Other suggested activities included in the plan are direct mail campaigns, cooperation with civic and social groups, publicity releases, distribution of "Good Breakfast" literature produced by the American Institute of Baking, etc. In addition to the materials actually included in the kits now being distributed, bakers will find an "order card" listing additional materials they may obtain by checking items desired and returning the card to Fleischmann.

### No Time Limit

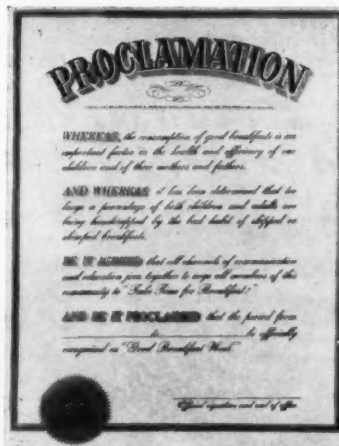
The plan points out that although the Bakers of America place heaviest emphasis on Good Breakfast activities during February and March, there is no time limit for support of the program and individual bakers or groups of bakers can feel free to tie up with it in their own communities whenever it best fits their advertising and merchandising plans.

## Food Chains' 1955 Net Under 1% of Sales

**NEW YORK**—Net profits of the nation's chain supermarkets and food stores fell below 1% of sales last year for the first time since the Korean emergency, according to John A. Logan, president of the National Association of Food Chains.

This occurred despite an increase in sales from \$16 billion in 1954 to \$17 billion in 1955, Mr. Logan reported. Advance reports indicate a decline in net profits after taxes from about \$195 million in 1954 to less than \$170 million for the year ended Dec. 31, 1955. The preliminary figures from a study by the Harvard Bureau of Business Research in cooperation with NAFC showed that profits were 0.99% of sales last year as against 1.22% the year before.

Rising costs and intensified competition, along with higher labor costs, were listed as factors in the narrower margins. Wage costs increased from 7.0 to 7.15% of sales in the two-year period.



**KEY**—One of the key activities suggested in Fleischmann's merchandising plan for the 1956 "Good Breakfast Means Good Morning" program is that bakers get the mayors of their communities to sign "Good Breakfast Week" proclamations like the one pictured above. Large-size, gold-lettered proclamations for posting in public places may be obtained from Fleischmann.





Ogden A. Geilfuss

### Ogden A. Geilfuss Acquires Control of Columbia Baking Co.

ATLANTA, GA. — Ogden A. Geilfuss, president of Columbia Baking Co. and veteran figure of the industry in the Southeast, and his associates have purchased the stock holdings of Tracy C. Weltmer and family to acquire controlling interest in the 32-year-old baking organization, producers of Southern bread and cake, with general headquarters in Atlanta.

Coincidental with news of the change in ownership came announcement of the resignations of Mr. Weltmer as board chairman and treasurer, John Weltmer as executive vice president and secretary, and Mrs. Stella Weltmer and Mrs. Margaret Phinney as directors. John Weltmer, the announcement said, will remain with the company in charge of plant engineering.

Mr. Geilfuss, in releasing the announcement, stated that a new slate of directors will be made public following a stockholders' meeting Feb. 15.

"A new sales program looking to the company's most ambitious year is being outlined to plant managers of the various states," the announcement said. The kickoff meeting was held Jan. 9 in Jacksonville for Florida plant executives. A similar gathering for North and South Carolina was held in Charlotte, Jan. 10, followed Jan. 11 by a meeting of Virginia plant men in Charlottesville. The meetings are being conducted by Jack Shuford, Columbia's manager of production and sales, and Charles R. Loyd, general sales manager, both of Atlanta.

Company purchasing, the announcement said, henceforth will be conducted from the company's general offices at 375 Highland Ave., N.E., in Atlanta, P.O. Box 4779. Advertising of the company's products will continue to be handled, the announcement said, by the company's existing

agency, Burke Dowling Adams, Inc., with headquarters in Atlanta and offices in New York. Plans for a comprehensive 1956 campaign will be announced at an early date.

Columbia Baking Co. owns and operates 18 modern bread and cake plants serving approximately 36,000 food retailers and restaurants throughout an eight-state area, as follows: Georgia, Florida, North Carolina, South Carolina, Virginia, West Virginia, Alabama and Tennessee.

Plants are located in Atlanta and Albany, Ga.; Daytona Beach, Jacksonville, Miami, Orlando, Pensacola

and Tampa, Fla.; Charlotte, Greensboro, Greenville and Statesville, N.C.; Columbia and Greenville, S.C.; Charlottesville, Covington, Harrisonburg and Winchester, Va.

Now employing approximately 2,600 people, the Columbia organization has a plant investment in excess of \$18 million and including a modern fleet of 750 motor trucks bearing the long familiar red-and-yellow colors known to buyers of Southern bread and cake. New ultra-modern loading equipment, much of it already installed, will insure still faster and better service to the food trade of

the Southeast, the announcement said.

In addition to its eight-state distribution of Southern bread and cake, Columbia covers a 45 state territory with Southern fruit cake, which also enjoys an active demand in a dozen foreign countries.

#### BREAD IS THE STAFF OF LIFE KROGER BUYS CHAIN

CINCINNATI — Joseph B. Hall, president of the Kroger Co., Cincinnati, has announced the acquisition of the Big Chain Stores, Inc., operator of seven food stores in Shreveport, La.

*a wonderful way to start the day!*

## HOT CROSS BUNS

They're delicious with honey,  
they're delightful with coffee,  
especially when you serve them **HOT!** \*

### 00¢ per dozen

### BRAND NAME BAKER

\*Place buns in covered casserole. Put in oven for 15 minutes at 350° F.

**GOOD BREAKFAST MEANS GOOD MORNING**

# DISPLAY THIS

# Full Color Poster

## to promote Hot Cross Buns

( Feb. 15th to April 1st—  
From Ash Wednesday to Easter Sunday )

See It in Chicago

ARBA 1956

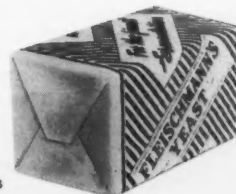
Convention and Exhibition

Hotel Sherman April 8-11

Get it from your Fleischmann Man



Fermentation is our business





## Formulas for Profit

# Angel Food Cakes Lend Themselves To a Variety of Icings, Flavors

### ANGEL FOOD

#### (Basic Formula)

Place in a machine kettle and beat on medium speed:

- 4 lb. egg whites
- 1 oz. salt
- 1 oz. cream of tartar

#### Add gradually:

- 2 lb. granulated sugar

When the mixture holds a crease, add:

- Vanilla extract to suit

Then sift together, at least three times and fold in carefully, either by hand or machine:

- 2 lb. granulated sugar
- 1 lb. 6 oz. good cake flour

Place in pans of desired size and bake at about 340 to 350° F.

**Note:** The home type of angel food is usually baked in large pans and you will find that these larger cakes have the best eating quality.

Many housewives like to serve angel food cakes with whipped cream which they make themselves. Therefore, we would suggest that you do not ice all your cakes, but display some of them plain.

After the cakes are cooled, we suggest the following icings to cover them. Nuts, coconut and chopped or diced glazed fruits may be sprinkled on top. This will add sales appeal.

#### Boiled Icing

Boil to 240 to 242° F.:

- 5 lb. granulated sugar
- 1 lb. invert syrup or honey
- 1 lb. 8 oz. water

When the desired temperature has been reached, pour this gradually into the following beaten mass and continue beating:

- 2 lb. egg whites
- $\frac{1}{2}$  oz. salt
- 1 lb. granulated sugar

#### Then add:

- $\frac{1}{2}$  oz. gelatine, dissolved in a little warm water

Continue beating until nearly cool and then add a little vanilla extract and mix in:

- 1 lb. powdered sugar

#### Fondant Icing

Place in a kettle and boil to 242° F.:

- 8 lb. granulated sugar
- 1 lb. invert syrup
- 2 lb. water
- $\frac{1}{2}$  oz. salt

**Note:** Be sure to wash or steam down the sides of the kettle frequently during the cooking, to prevent granulation.

Cool down to about 110° F. and then cream the mixture by hand on a marble slab, in a cake machine or on a fondant machine. For best results, the finished fondant should be allowed to mellow for a few days before using. To prevent crusting, it should be kept tightly covered.

The fondant should be heated to about 100 to 105° F. before pouring it on the cakes. If it is too stiff to suit you, thin it down with a little simple syrup. Flavor may be added to suit. Overheating fondant causes it to lose its gloss.

### Simple Syrup

Bring to a boil:

- 4 lb. granulated sugar
- 2 lb. water

**Note:** Considering the time and equipment necessary to make good fondant, we would advise the average baker to purchase it from his supply house.

### Whipped Cream

If the baker desires to cover his cakes with whipped cream, we suggest that he keep them in a refrigerated show case or refrigerator.

#### Formula No. 1

- 1 gal. whipping cream (36% B.F.)
- 1 lb. hot water (about 160° F.)
- $1\frac{1}{2}$  oz. gelatine
- 12 oz. granulated sugar

**Procedure:** Dissolve the gelatine in the hot water and stir this into the cream. Place in a refrigerator to chill for at least two hours. It may be kept at this stage for several days. Whip up on slow speed. The sugar is added just after the cream is whipped up and is nearly finished. Then add a little mild vanilla.

### DIVINITY ANGEL FOOD

For making Divinity Angel Food, make up one mix of the regular angel food and one mix of the chocolate angel food, of the same size.

Alternate the chocolate mixture and white mixture by dropping one handful of chocolate and then a handful of white in the pan the same as you would for marble cake.

After baking and when cooled, cover the cakes with a boiled icing and then pour a little thinned-down chocolate icing here and there on top.

### CHOCOLATE ANGEL FOOD

Place in a machine kettle and beat on medium speed:

- 4 lb. egg whites
- 1 oz. salt
- 1 oz. cream of tartar

#### Add gradually:

- 2 lb. granulated sugar

When the mixture holds a crease, add:

- Vanilla extract to suit

Then sift together, at least three times, and fold in carefully, either by hand or machine:

- 2 lb. granulated sugar
- 1 lb. 4 oz. good cake flour
- 4 oz. cocoa

Deposit in pans of desired size and bake at about 340 to 350° F.

When baked and cooled, cover with the following icing.

### Chocolate Icing

Mix together:

- 5 lb. powdered sugar
- 4 oz. corn syrup
- $\frac{1}{2}$  oz. salt
- Vanilla to suit

#### Add:

- 1 pt. lukewarm water

Mix in:

- 12 oz. melted chocolate

Then stir in:

- 4 oz. butter
- 4 oz. shortening

**Note:** If desired, a chocolate fondant may be poured over the cakes. To make chocolate fondant, take the regular fondant and add melted bitter chocolate to suit. Thin down with simple syrup.

### PINEAPPLE ANGEL FOOD

Place in a machine kettle and beat on medium speed:

- 6 lb. egg whites
- $1\frac{1}{2}$  oz. salt
- 1 oz. cream

#### Add gradually:

- 3 lb. granulated sugar
- When the mixture holds a crease, add vanilla flavor to suit.

Then sift together, at least three times and fold in carefully:

- 3 lb. granulated sugar
- 2 lb. 4 oz. good cake flour

#### Fold in carefully:

- 2 lb. crushed pineapple (drained)
- Place into pans of desired size and

bake at about 340 to 350° F.

When the cakes are baked and cooled, cover them with the following icings.

### Pineapple Icing

Beat together until stiff, on high speed:

- 5 lb. powdered sugar
- 8 oz. corn syrup
- 8 oz. egg whites
- 8 oz. water
- $\frac{1}{2}$  oz. salt

When beaten stiff, mix in:

- 2 lb. drained crushed pineapple

The addition of a little yellow color will improve the appearance of the icing.

### Pineapple Fluff

Beat together until stiff:

- 2 lb. crushed pineapple (strained)
- 3 lb. 4 oz. powdered sugar
- 4 oz. egg whites

After the cakes are covered, place a few strips of candied pineapple on top.

### GOLDEN ANGEL FOOD CAKE

Beat together on medium speed:

- 4 lb. egg whites
- 1 oz. salt
- 1 oz. cream of tartar

#### Add gradually:

- 2 lb. 8 oz. granulated sugar

Then sift together at least three times and fold in carefully:

- 2 lb. granulated sugar
- 1 lb. 8 oz. good cake flour

Then add and mix in carefully until smooth:

- 1 lb. 4 oz. egg yolks

Deposit in pans of desired size and bake at 340 to 350° F.

When baked and cooled, cover the cakes with the following icing.

### Malted Milk Icing

Cream together:

- 5 oz. shortening
- 4 oz. butter
- 3 oz. malted milk powder
- $\frac{1}{2}$  oz. salt

Vanilla to suit

#### Add:

- 8 oz. cocoa

Then stir in:

- 1 lb. milk

Sift, add and beat together until smooth:

- 3 lb. 12 oz. powdered sugar

The consistency of the icing may be controlled by increasing or decreasing the amount of powdered sugar.

### ORANGE MARMALADE ANGEL FOOD

Beat together on medium speed:

- 3 lb. egg whites
- $\frac{3}{4}$  oz. cream of tartar
- $\frac{3}{4}$  oz. salt

#### Add gradually:

- 12 oz. granulated sugar

When the mixture holds a crease, add carefully:

- 1 lb. 4 oz. cake flour
- 1 lb. 8 oz. granulated sugar (well sifted together)

Then fold in carefully:

- 1 lb. 4 oz. orange marmalade

Deposit into pans of desired size and bake at about 340 to 350° F.

## Angel Food Cakes Are Popular

Angel food cakes are well known to be favorites wherever served. The housewife is rather limited on the variety of angel food cakes she can make. Prepared mixes for angel food cakes are great sellers. The tremendous amount of advertising being done has boosted their popularity enormously. The baker can take advantage of this publicity by offering a variety that is seldom made in the home.

Generally speaking, the baker makes only about two or three types of angel food cakes. However, the basic angel food formula with a few minor adjustments lends itself readily for making a large variety. This can be accomplished by changing some of the basic ingredients or adding others to it.

Changes in the types of icings used will add variety. Any number of toppings will make a welcome change. Fresh chopped fruits or jams mixed in the icings also will help sales appeal.

Angel food cakes may be refrigerated without any difficulty. Using this procedure enables the baker to make larger batches which will help to cut down on production costs.

Due to the high moisture content these cakes have excellent keeping quality. Many housewives like to serve angel food cakes with whipped cream. Therefore, the baker should at all times have on hand a number of uniced cakes.

In the home, angel food cakes are usually baked in large pans. The baker can also do this and by cutting some of the cakes in half will please both the small and large families.

At this time of the year sales are generally down. With proper effort, both by the production and sales departments, this tendency can be reduced.

The baker must at all times keep in mind that in order to obtain his share of Mrs. Housewife's food dollar he must offer her something different which will help please her family and friends.

After baking and when cooled, cover the cakes with the following orange icing.

**Cream together:**

5 lb. fondant  
1 lb. 4 oz. emulsifying shortening  
¼ oz. salt

**Stir in:**

5 oz. evaporated milk

**Then add:**

6-8 finely chopped whole oranges

**Note:** The addition of a little orange color or a few egg yolks will improve the color of the icing. This icing may be used on the Sunshine Cakes by substituting lemons for oranges.

**WALNUT CARAMEL ANGEL FOOD**

**Beat together on medium speed:**

4 lb. egg whites  
1 oz. salt  
¾ oz. cream of tartar

**Add gradually:**

2 lb. light brown sugar

**When the mixture holds a crease, add:**

Vanilla flavor to suit

**Sift together thoroughly and fold in carefully:**

1 lb. 10 oz. good cake flour  
2 lb. granulated sugar

**Then add and fold in carefully:**

10 oz. chopped walnuts

Deposit into pans of desired size and bake at about 340 to 350° F.

After baking and when cooled, cover the cakes with the following icing.

**Butterscotch Icing**

**Boil to 240° F.:**

1 lb. 8 oz. brown sugar  
8 oz. butter  
8 oz. water

**Cream on a machine for 3 min.:**

5 lb. powdered sugar  
2 lb. shortening

Add the boiled mixture gradually to the creamed mass.

**Then add and mix until smooth:**

12 oz. milk

If the color is too light, add a little burnt sugar or caramel color.

Ice the cakes and sprinkle chopped walnuts on top.

This icing may be thinned down by the addition of a little milk.

**CHERRY ANGEL FOOD**

**Beat together on medium speed:**

3 lb. egg whites  
¾ oz. salt  
¾ oz. cream of tartar

**Add gradually:**

1 lb. 8 oz. granulated sugar

**When the mixture holds a crease, add:**

Vanilla flavor to suit

**Then sift together, at least three times, and fold in carefully:**

1 lb. 6 oz. powdered sugar  
1 lb. 5 oz. good cake flour

**Then fold in carefully:**

12 oz. fine chopped glazed cherries  
Deposit in pans of desired size and bake at 340 to 350° F.

When baked and cooled, ice with the following icing.

**Cherry Fudge Icing**

**Cream together:**

2 lb. powdered sugar  
8 oz. shortening

**Vanilla flavor to suit**

**Dissolve together and add slowly:**

½ oz. gelatine  
14 oz. hot water  
½ oz. salt

**Then add:**

12 oz. butter

**Stir in:**

1 lb. honey

**Sift together, add and mix in until smooth:**

4 lb. powdered sugar  
4 oz. milk solids (non-fat)

**Then mix in:**

2 lb. 8 oz. fine chopped glazed cherries

**Note:** A little red color may be added to the icing to improve the color. The consistency of the icing may be varied by adding a little warm water or milk.

After the cakes are iced, place a few whole glazed cherries on top.



A. J. Vander Voort

**A. J. Vander Voort**

... technical editor, author of this monthly formula feature and conductor of the Bake Shop Trouble Shooter (see page 37) and the Do You Know feature (see page 39), is head of the School of Baking, Dunwoody Industrial Institute, Minneapolis.

**TUTTI-FRUTTI ANGEL FOOD**

**Beat together on medium speed:**

4 lb. egg whites  
1 oz. salt  
1 oz. cream of tartar

**Add gradually:**

1 lb. 8 oz. granulated sugar

**When the mixture holds a crease, add:**

Vanilla flavor to suit  
Almond flavor to suit

**Sift together thoroughly and mix in carefully:**

2 lb. 8 oz. granulated sugar  
1 lb. 8 oz. good cake flour

**Then add carefully, the following mixture:**

6 oz. shredded coconut  
8 oz. chopped pecans  
12 oz. chopped glazed cherries  
4 oz. fine chopped glazed pineapple

Deposit into pans of desired size and bake at about 340 to 350° F.

After baking and when cooled, cover the cakes either with a boiled or white icing and sprinkle a mixture of chopped cherries, nuts and chopped pineapple on the top.

**ANGEL FOOD SQUARES**

**Beat together on medium speed:**

2 lb. egg whites  
½ oz. cream of tartar  
½ oz. salt

**Add gradually:**

1 lb. granulated sugar

**When the mixture holds a crease, add:**

Vanilla to suit

**Sift together thoroughly and mix in carefully:**

1 lb. granulated sugar  
1 lb. good cake flour

Deposit this mixture into three pans, size 8x16x2 in. Spread out evenly and bake at about 340 to 350° F. on double pans.

Allow the cakes to cool overnight and then cut each cake into 32 square pieces.

Dip each square into the following dipping icings and place them on screens, allowing them to drain and set.

**Dipping Icing**

**Mix together in a warm water bath:**

10 lb. powdered sugar  
½ oz. salt  
8 oz. corn syrup  
3 oz. milk solids (non-fat)

**Add and stir in:**

4 oz. egg whites

**Then add:**

1 lb. 4 oz. warm water

**Mix in thoroughly:**

8 oz. butter or shortening

**Then add:**

Flavor to suit

**Note:** The amount of water to use will vary depending upon the consistency desired.

After the icing has set, decorate the tops with small flowers or whatever design is wanted.

Then place each decorated square in an individual paper cup.

**MOLASSES COCONUT ANGEL FOOD**

**Beat together on medium speed:**

4 lb. egg whites  
1 oz. salt  
¾ oz. cream of tartar

**Add gradually:**

1 lb. high grade molasses  
8 oz. granulated sugar

**When the mixture holds a crease, add:**

1 lb. 8 oz. good cake flour  
2 lb. 4 oz. granulated sugar

**Then mix in carefully:**

1 lb. shredded coconut

Deposit into pans of desired size and bake at about 340 to 350° F.

After baking and when cooled, cover the cakes with the following icing.

**Molasses Boiled Icing**

**Boil to 240 to 242° F.:**

4 lb. 8 oz. brown sugar  
8 oz. molasses  
1 lb. 8 oz. water

**Beat until fairly stiff:**

1 lb. 8 oz. egg whites

Then add the boiled mixture slowly and continue beating until the icing is stiff.

**Then mix in carefully:**

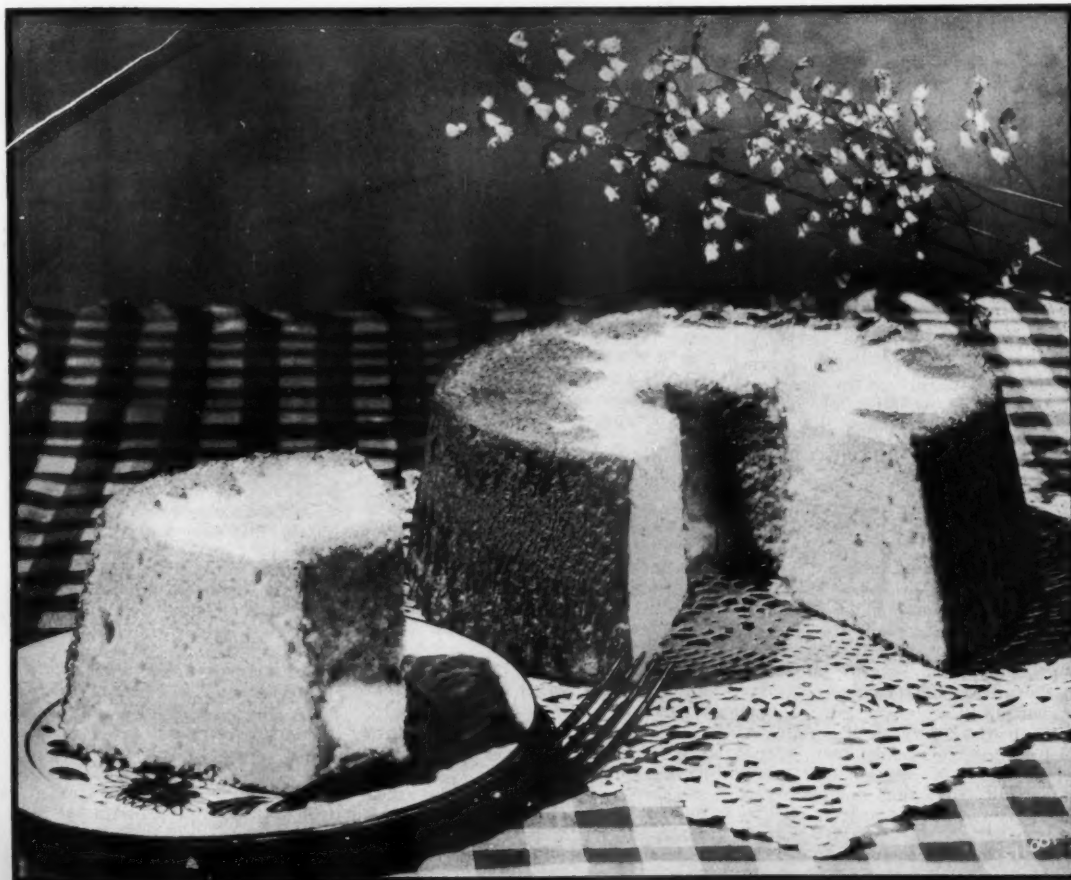
8 oz. powdered sugar

After the cakes are iced, sprinkle a little coconut on top.

**CUSTARD ANGEL FOOD**

As a rule, custard angel food is made by making the regular angel food mix and adding custard flavor.

(Continued on page 38)





# Radiation Processing of Foods

By Dr. Joseph Silverman

The radiation processing of foods is a topic which has fired the popular imagination. However, the picture which is emerging from the press, television and radio is somewhat confused. On the one hand, the public is told of the preservative effect of atomic radiation, and on the other hand, there are dire warnings about the bad tastes, bad odors and discolorations associated with radiation processing. As for the cost picture, the general impression is that the technique is not now commercially practical, but that it will be in the near future.

Press information on scientific projects in general, and radiation food processing in particular, is usually neither accurate nor complete. This is not due to incompetence; it arises from the attempt to provide timely news. Thus, reporters have often taken current progress reports containing preliminary unsubstantiated data and presented them in an undigested uncritical manner.

The silence of the Food and Drug Administration has not helped matters any. Also, several research scientists in the limelight of flattering interviews have made some unfortunate remarks.

One must recognize that until very recently all the data in this field were on the test tube level. Furthermore, very few people involved in these important basic studies were experts in the economics and practical engineering aspects of food processing. Consequently, we had a situation in which research data was extrapolated to the plant scale by amateur food technologists.

In the last six months there has been a sharp increase of industrial interest and activity in the field. The practical side of radiation processing has been given a good deal of attention, the role of the government regulatory agencies has come under consideration, and the cost and availability of sources of atomic radiation have been more carefully analyzed. As a result, we have finally reached the stage where we can make some authoritative statements about the future of radiation in food technology.

## Two Basic Areas

There are two basic areas of potential application for radiation processing: (1) permanent preservation and (2) storage life extension.

Permanent preservation of several foods has been accomplished by treating them with sterilizing doses of atomic radiation. In order to be competitive in normal consumer markets, a radiation sterilized product will have to conform to the same high standards of consumer appeal, nutritive value and storage life as other commercial offerings. In addition,

radiation must do the same job as heat sterilization at a lower cost, or a better job at only slightly higher cost.

At present, no radiation-sterilized food has been found which meets all these standards. Almost all radiation-sterilized products are lacking in consumer appeal. Objectionable changes in flavor, odor and appearance are generally observed in irradiated fresh products, canned products and the concentrated varieties. Furthermore, radiation sterilization is often accompanied by decreases in micronutrient concentration. The dose required for sterilization is 2 to 3 million roentgen. This is enough to break about .005% of the chemical bonds so that small, but significant, chemical changes are not unexpected.

Several methods have been proposed to reduce these undesirable chemical effects, such as the addition of protective agents and combined heat and radiation treatments. These techniques are limited in utility, but they may yet save a few important food irradiation processes.

As far as storage life is concerned, most radiation sterilized foods leave something to be desired. Sterilizing doses are not always sufficient to inactivate enzyme systems. Consequently, several radiation sterilized foods decay rapidly. Here again, a combined heat and radiation process may prove to be acceptable.

## Radiation Costs

What about cost? Several estimates have been offered, but they will continue to be little more than guesswork until radiation is used widely enough for charges to become stabilized.

At present, electron beam generators are the only reasonable sources of radiation. The sterilization cost with the present machines runs about 5 to 8¢ per pound. Although this cost is prohibitive, notable advances in the design of linear accelerators indicate that it will probably go below 1¢ per pound.

Radioactive isotope sources have been limited to relatively small laboratory units. However, considerable quantities of Cobalt-60 and Cesium 137 will be available in the next four to five years in forms suitable for use in commercial food irradiators. Since the Atomic Energy Commission will largely determine the pricing and distribution policy for these sources, realistic appraisal of the economic factors must wait until this policy is set forth. My own opinion is that the cost of gamma sterilization will eventually be competitive with electron methods. Both methods, however, will be more expensive than the heat sterilization processes now in use. The cost of heat sterilization is about .1¢ per pound.

All in all, the prospects for radiation sterilization of food for the normal consumer market are not encouraging at present. However, it is noteworthy that several processors in the meat industry have not given up hope.

Application to the military field is much more promising. The defense establishment may accept foods lower in quality from the standpoints of taste, odor and appearance so long as they satisfy nutritional standards and fulfill logistic requirements. Thus, if radiation sterilization can markedly

reduce field problems of refrigeration and storage, it might be justified despite other limitations.

The key to the problem is the wholesomeness and nutritive value of radiation sterilized food. The Army Quartermaster Corps Food & Container Institute and the Surgeon General's Office are currently examining this problem in great detail. Thus far, radiation sterilized food has not produced any deleterious effects in animals or humans. However, the tests are in their earliest stages and the long-term effects are still unknown.

The second major area of application is the use of radiation in relatively low doses for the limited extension of storage life of various commodities. Thus, a few thousand to 100,000 roentgen have produced the following list of accomplishments:

1. De-infestation of grain. Cake flours prepared from radiation de-infested grain have been shown to be of excellent quality.
2. Fresh fruits, vegetables, dairy and bakery products have shown remarkable increases in shelf-life after low-dose surface pasteurization.
3. Irradiated potatoes have ex-

hibited excellent appearance and taste after two years of storage. Sprouting was completely inhibited. Onions sprout slightly after radiation, but not to the same extent as non-irradiated onions.

4. Irradiated pre-cut and pre-packaged meats showed as much as a twenty-fold increase in shelf-life.

## More Favorable Picture

Although not as extensively publicized as the sterilization application, the advances in the area of low-dose application are very encouraging. Costwise, it presents a much more favorable picture. Even more important is the fact that the lower doses involved cause much smaller changes in product quality. This area is the one to watch for in the first commercial development.

Major interest is currently focused on two radiation processes—de-infestation of grain and inhibition of sprouting in potatoes.

The immediate attraction to the businessman is the fact that for this type of treatment, radiation appears to enjoy a special position.

Another important feature is the low doses required—about 10,000 roentgen. Our food experts believe that at this dose level, irradiated grains and potatoes will probably be indistinguishable from the fresh unirradiated product, either by sensory tests or ordinary analytical methods.

(Continued on page 40)

## Industry, Government in Atomic Irradiated Food Research Program

NEW YORK—The first industry-government commercial evaluation program of an atomic irradiated food product for civilian and military markets is being directed jointly by the Army Quartermaster Corps and AMF Atomics Inc., subsidiary of American Machine & Foundry Co., under a joint agreement contract with the Quartermaster Food & Container Institute for the Armed Forces, Chicago.

Under the program several expert groups will evaluate the application of gamma radiation upon potatoes. Potatoes were selected as the basic food product to be irradiated in this program because they are important in both civilian and military diets and because they have shown the most promise on the basis of atomic research performed to date.

Seventy thousand pounds of potatoes, comprising a selection of several varieties from both Maine and Idaho will be irradiated at the Atomic Energy Commission's Materials Testing Reactor at Idaho Falls, Idaho. The potatoes, before and after irradiation, will be shipped, handled, and stored under normal commercial conditions.

## QM Participation

The entire program will have joint direction and active participation of the Quartermaster Food & Container Institute for the Armed Forces. The institute is the leading organization investigating and supporting research in the field of radiation processing of foods and has the major responsibility for the armed forces radiation preservation program.

Independent studies conducted in government laboratories and at universities under government-sponsored research programs have established that gamma radiation will preserve potatoes for periods up to 18 months. The success of this research stimulated the establishment of this pro-

gram to evaluate further other radiation effects and the commercial and military logistical advantages of the lowdose gamma irradiation process to a basic food item.

## Six Basic Studies

The program includes six basic studies to be conducted simultaneously at several locations. Included in the studies will be extensive tests for wholesomeness based on acceptability standards recently established by the Food and Drug Administration and the Office of the Surgeon General. The direction of this phase of the program has been undertaken by the Office of the Surgeon General, Department of Army. Other studies will investigate radiation effects upon potato nutrient value and physiological changes.

## To Study Costs

Process costs under various shipping, handling, and storage conditions will be studied as part of an economic analysis to determine the impact of the "extended-storage life" potato upon present commercial and military markets. The company said that it does not believe that irradiated potatoes will replace fresh potatoes as table stock in the home, but that the extended storage life resulting from the process has definite possibilities of guaranteeing a steady supply of different potato varieties to the processor throughout the year.

The company also stated that it is interested, as is the army, in encouraging the establishment of similar industry-government evaluation programs to study the applicators of this process to other food products. AMF believes "the gamma irradiation process has great promise of being one of the earliest and most rewarding large-scale applications of the peaceful atom."

**EDITOR'S NOTE:** The author of the accompanying article, Dr. Joseph Silverman, is technical director of Radiation Applications, Inc., New York. He previously was research department head of Walter Kidde Nuclear Laboratories, Garden City, N.Y., and staff physical chemist with the atomic energy division of The H. K. Ferguson Co., New York. This article is the text of a talk presented by Dr. Silverman at a meeting of the New York Section of the American Association of Cereal Chemists.



## Ring the Baker's Doorbell

Jim Watson of Rushford, Minn., has purchased Hank's Cafe, Hotel and Bakery at Lanesboro, Minn., from Harry Meinen of Rochester, Minn., who recently purchased the property from Mrs. Henry Langlie. John Watson will assist his father in the new enterprise.

The Valley Bakery in Shakopee, Minn., has been moved into the building at 114 East First St. which Elmer and Eugene Dahl, owners of the bakery, recently purchased. The move was undertaken because of a need for more baking and sales space.

An inventory of the estate of Sam Marasco, who died last summer, showed a gross value of \$161,827. Mr. Marasco had owned the Supreme Baking Co., Des Moines, Iowa.

Jerry's Bakery, Crosby, N.D., has moved into completely remodeled quarters.

Saba's Bakery, Jefferson, Iowa, has added a new cookie machine that can cut and top 10 dozen cookies a minute.

Beyers Bakery has been opened at 210 East College St., Iowa City, Iowa, in the former location of the Swank Baking Co. Robert L. Beyers is owner and operator. From Davenport,

Iowa, Mr. Beyers also owns Clara Rohlf's Bake Shop in Davenport and the Beyers Bakery in Dubuque, Iowa.

The Spudnut Shop in Pipestone, Minn., has been sold to Mr. and Mrs. Robert Medill. Mr. and Mrs. Dale Cleveland, who have owned the shop,

are moving to Marshall, Minn., where they own a Spudnut Shop.

The Fifth U.S. Circuit Court of Appeals, Tampa, Fla., has affirmed the judgment of the U.S. District Court in a suit brought by Webb City, Inc., against Bell Bakeries. The suit was originally filed in October,

1953, with Webb City alleging that they were the original users of the name Dandee for bread, and that in using the name Dandy the Bell Bakeries were infringing on their rights.

Mr. and Mrs. Edward Vogt of Montevideo, Minn., have purchased the Brownton (Minn.) Bakery from Mrs. Albert Wolf.

A lunch counter has been opened in the Dassel (Minn.) Bakery by Mr. and Mrs. Ben McCarger, new owners.

William MacDonald, 81, was honored recently by Great Falls (Mont.) Local 91, Bakery & Confectionery

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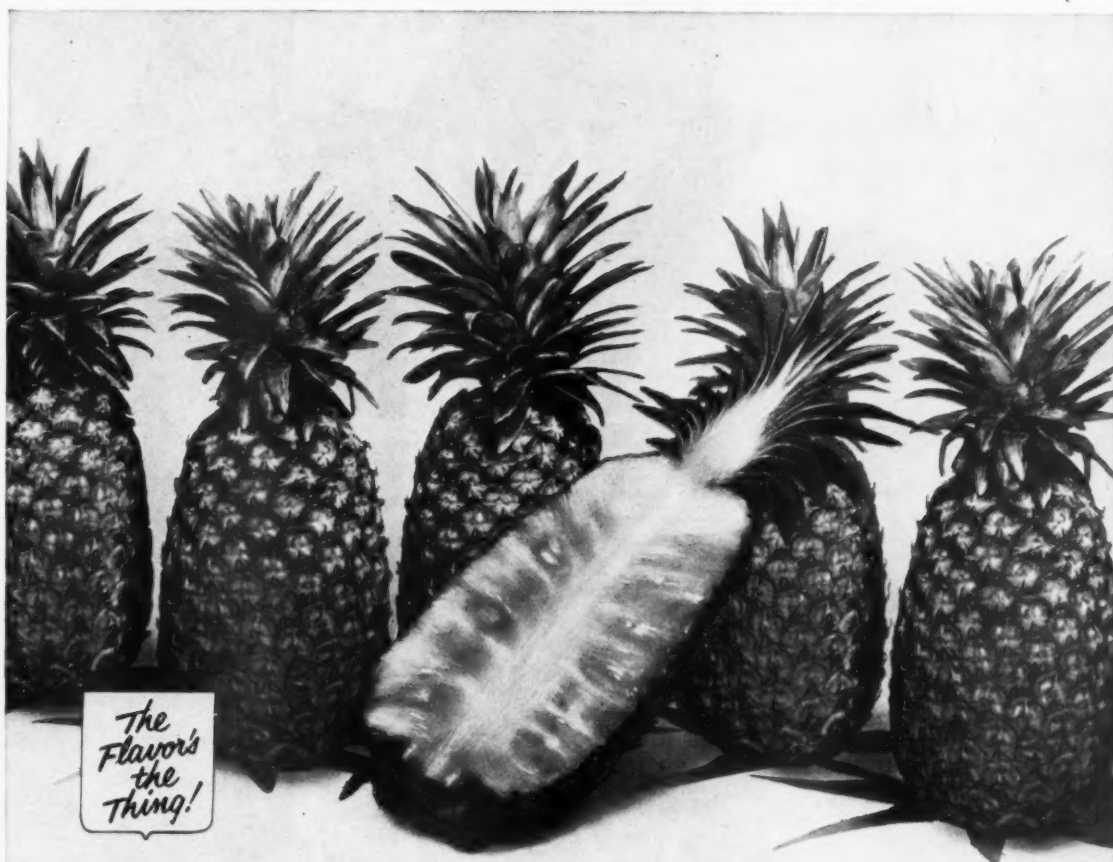
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Few bakers try to make bread in these modern times without Wytase... it has no substitute for making bread that the American public likes.

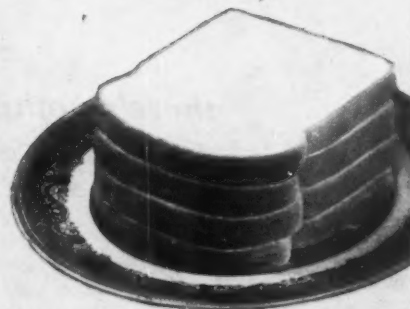
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**J. R. SHORT MILLING COMPANY, 20 North Wacker Drive, Chicago 6, Illinois**

Workers International Union of America, for 63 years in the bakery trade and 54 years in the union. He still gets in an occasional shift in a bake shop.

Fire completely destroyed the **Elbow Lake (Minn.) Bakery** in December in a blaze that burned a number of business buildings.

A new bakery has been opened in **Strawberry Point, Iowa**, by Mrs. Walter Stone.

Millard Lathrop of Oskaloosa, Iowa, has purchased the Whyte Bak-

ery, **What Cheer, Iowa**, from Nellie Whyte. It will be known as Bud's Pastry Shop.

The Pharris Bakery, **Chamberlain, S.D.**, has closed.

George Oliva, who started with National Biscuit Co., **New York**, in 1905, has retired as director of advertising.

Henry Holm, formerly with the Rust Sales Co., **Denver, Colo.**, and Derwin Johnsen, until recently production manager of the Western Bakers Supply Co., **Denver**, have

purchased the Honey Bun Bakery, 4815 Pecos St., **Denver**, from Roy Rohrbach.

Mrs. Hurd's Bakery, 23rd and Dexter, **Denver**, has opened a new retail outlet in the University Hills shopping center. This makes five retail outlets now in operation by Mrs. Hurd's.

Ward Paison and Ray Wright, owners of the Acoma Street Bakery, **Englewood, Colo.**, announced that they have ceased baking operation there and will use the bakery as a retail outlet only for the two Denver

bakeries—Mrs. Paison's Bake Shop and the Right Way Bakery. The Acoma bakery was opened about a year ago.

Old Homestead Bread Co., **Denver**, has been awarded exclusive baking and distribution rights in Colorado and Wyoming for Sunrich bread, a new golden bran loaf developed by the Kellogg Co., of Battle Creek, Mich.

Lloyd Massey, who has been in the bakery business at **Malvern, Ark.**, since 1937, has sold his interest in Massey's Pastry Shop to M. A. Lazare of **Denver, Colo.**

Two holdup men escaped with \$1,800 they took from George W. Cane, 76, president of J. Cane & Sons, a wholesale bakery, in Peterson's Lane, **Secaucus, N.J.** Mr. Cane had just withdrawn the money from a bank and was walking back to the bakery.

Bonus checks totaling \$750,000 have been distributed to 5,025 employees of the Horn & Hardart Co., **New York**.

Canadian Bakeries, Ltd., **Toronto**, had a loss of \$102,242 after depreciation of \$167,360 for the year ended Aug. 31, 1955. A profit of \$33,908 was reported a year earlier.

Kenneth Holben, formerly northwestern Ohio district manager for Duncan Hines cake mixes, has opened the Glass City Sales Co., a food brokerage firm, in **Toledo, Ohio**.

Frank Jones of **Cincinnati, Ohio**, wishes the person who stole a dozen doughnuts from his bakery truck recently had heeded his own warning. Mr. Jones' search of the truck disclosed a metal bracelet which apparently had been torn from the thief's arm on a metal rack. It had a medallion which bore these words: "Stop thief."

Retail bakeries operating in the downtown area of **Mt. Dora, Fla.**, are protesting the Saturday morning bake sales held at the theater



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RED STAR YEAST & PRODUCTS COMPANY, MILWAUKEE



by local organizations. Mrs. R. H. Turner of Turner's Bakery, is heading the opposition to these sales.

The bakery division of the American Machine & Foundry Co., New York, has named the Fred Wittner advertising firm as sales promotion and product publicity counsel.

Part of the rear store room of the Daylight Bakery, 6023 Bergenline Ave., West New York, N.J., was damaged in a fire recently.

An estimated \$35,000 in bakery receipts from driver-salesmen were

stolen recently from a huge safe at the Friehofer Baking Co. in South Camden, N.J. Burglars cut a four-inch hole in the top of the safe and took the money in small bills and coins from 105 money bags, police said. The company said the bags were the week's receipts from 105 driver-salesmen.

New and larger ovens have been installed in the cake department of Holsum Bakery, South Miami, Fla.

Mrs. Natt's Bakery, Inc., has been reopened at 61 N.W. 36th St., Miami, after being closed for more than

a year. Louis Natt is president of the new concern, and Ernest Normandin, vice president. Mrs. Helen Natt is secretary and Louis Natt is treasurer. The business is largely wholesale.

The Sunbeam Bakery on S. Myrtle St., Clearwater, Fla., was broken into and more than \$1,100 taken from a strongbox which was kept in a locked desk.

Construction has started on a 38,000 sq. ft. addition to the Oak Cliff Baking Co., Ninth and Marsalis,

Dallas, Texas. The addition is expected to cost \$400,000. A \$75,000 baking unit will be added.

At the Home Builders Show held in Miami, Fla., Holsum Bakers of South Miami served 18,000 samples of a new cinnamon swirl loaf.

L. B. Abney has purchased the Warrington (Fla.) Bakery from Clarence Chamberlain, and will operate it. He was formerly manager of the Florida Baking Co. in Pensacola.

Fred W. Walkdoetter, 53, president of the Walton Baking Co., Toledo, Ohio, died recently following a heart attack.

A young bandit entered a bakery in Bridgeport, Conn., and demanded money from the cash register, threatening to use a knife he had in his pocket if his request wasn't complied with. The woman clerk talked him into leaving meekly with \$1 and some sugar buns instead.

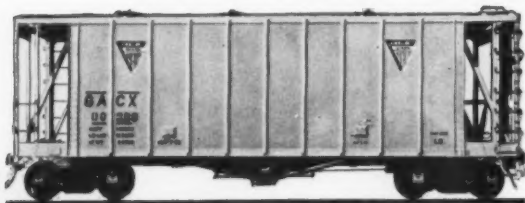
Marian's Pastry Shop & Cafe has opened for business in California, Mo.

The Elkins Baking Co., Charleston, W. Va., has obtained a five-year lease in a building once owned by the Pennington Bakery at Dunbar, W. Va. An additional 12,000 to 15-

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NEWS  
for  
BAKERS**

See Center Insert



**ACME — GOLD DRIFT**  
Better Bakery Flours

These Brands Meet Every Shop Need  
**The ACME FLOUR MILLS CO.**  
Oklahoma City, Okla.

**Super Chief**  
High Protein Flour  
**GREEN'S MILLING CO.**  
Morris, Minn.

000 sq. ft. of floor space is to be added to the building by the owner, Robert W. Saunders.

The Virginia Crusty Pie Co., Inc., Newport News, Va., has been incorporated, with Milton Rivers of Washington, D.C., as president and \$50,000 capitalization authorized.

The Pantry & Bake Shop has been added to the Fralicks Dining Room, Mt. Dora, Fla. Bakery products for take out orders will be offered.

The Little Rock, Ark., plant of the Continental Baking Co. has received an award in recognition of its safety record for the last six months. The company has piled up 200,000 man-hours of work without a lost-time accident.

Carl's Bakery is a new place opened at 163rd St., North Miami, Fla., by Carl Waltucks.

Benjamin P. Tuthill, owner and manager of Tuthill's Market & Bakery, has opened a new plant at 1812 N. Mills, Orlando, Fla. The bakery is under the supervision of Mrs. Tuthill.

Grable's Bakery, South Miami, Fla., is a new place opened at 11347 South Dixie Highway. They will offer a complete line of fresh bakery products daily.

Albert E. Craig, 69, chairman of the board of directors of the Dayton (Ohio) Bread Co., died recently of a heart attack.

Kirby's Kitchen Bakery, Plant City, Fla., won third place in a Christmas window display contest.

When Tommie Chivers and Dick Bingham complete their work in the baking school at Florida State University they plan to join the Holsum Bakery in South Miami. The two are sons of executives of the company.

Carlson's Bakery, Devils Lake, N.D., has been sold to Wendall Uthke, who has been in the trade at Hillsboro, N.D. Mrs. Hegle Carlson, who has owned the bakery, will retire from business.

The West Deer Baking Co. at Curtisville, Pa., was wrecked by fire recently, with owner Nicholas Petroff placing the loss at \$100,000 or more.

Ed Kurtilla, formerly employed by a bakery in Chisholm, Minn., has joined the staff of the Pearson Bakery, International Falls, Minn. He replaces G. C. Koerbitz who retired recently.

Carroll's Bakery, Spencer, Iowa, held a grand opening recently following several months of rebuilding and installation of new equipment. The bakery was destroyed by fire last June.

Holsum bread and sweet goods are being flown daily from Miami to Havana, Cuba. Holsum Bakers, Inc., of Tampa, has the Holsum franchise

for Cuba and has made arrangements with the Holsum Baking Co. of South Miami, to supply the operation on the island.

Smith's Bakery has opened for business at 1509 Tenth St., Alamo-gordo, N.M. Owner Dale Smith says that all types of breads and sweet goods will be baked and sold. Smith's also has a retail store in nearby Tularosa, N.M.

Robert W. Chipman, 40, treasurer and general manager of the Johnson Baking Co. at Somerville, a branch of Boston, Mass., died at his

home in Wakefield, Mass., recently of a heart attack.

During the grand opening of Parry's Bakeries in the new East Side Shopping Center, Michigan City, Ind., the public could see baking in the "Magic Oven" "right before their eyes." Free coffee and coffee cake and other samples were served during the opening. Arthur Parry is the owner and Ray Parry the manager.

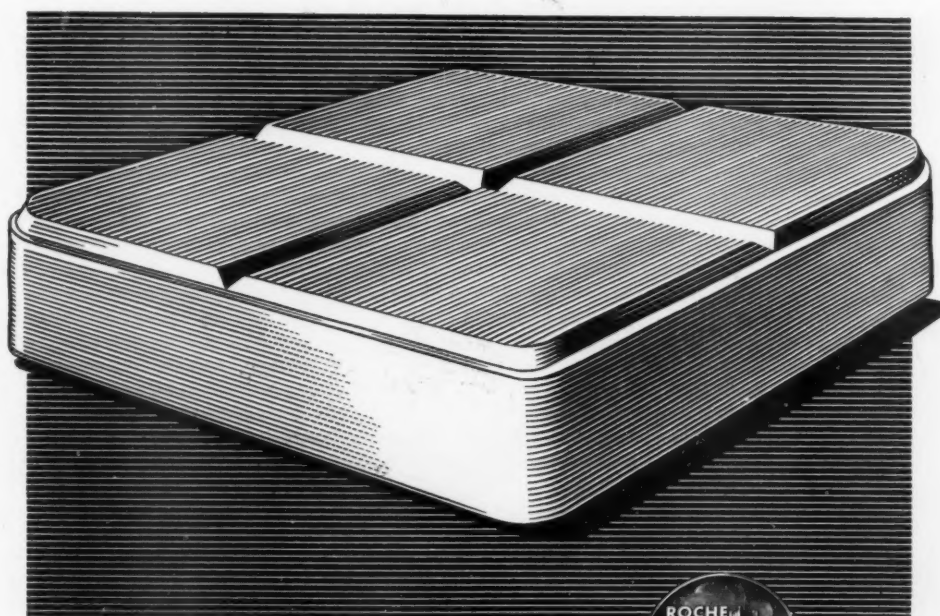
The Hall Baking Co. of Buffalo, N.Y., which previously has had a distributing base in Batavia, has moved into its new building on Lake

St. Rd., adjacent to LeRoy Village, N.Y. Between 25 and 30 trucks, which supply baked goods within a 25-mile radius, will be housed in the new LeRoy building. Hall products will be brought to LeRoy from Buffalo.

Bair's Bakery, Inc., has been incorporated in Buffalo, N.Y., with capital of 200 shares. Principals are Frank Harriger, Irene Harriger and George Harriger.

Cookie Corporation of the Southwest, Inc., Shawnee, Okla., has added two new panel delivery trucks to its fleet.

*Specify **SQUARE** wafers for the enrichment of white bread and rolls with vitamins and iron.*



*You get these advantages:*

- Assured potency • Quick disintegration
- Super-thorough diffusion • Finer, more buoyant particles
- Clean, even break into halves and quarters
- Two types to enrich any white bread or rolls

**TYPE A**—For use with doughs containing 3% or more non-fat milk solids.

**TYPE B**—For use with doughs containing less than 3% non-fat milk solids.

Can also be supplied with added vitamin D<sub>2</sub>

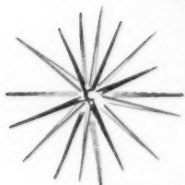
*Order Square wafers today from your yeast company salesman.*

**Vitamin Division • HOFFMANN-LA ROCHE INC. • Nutley 10, N. J.**

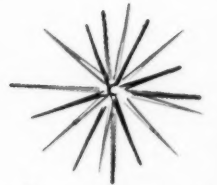
**"Whitewater Flour"**

Ground Where the Best Wheat Is Grown

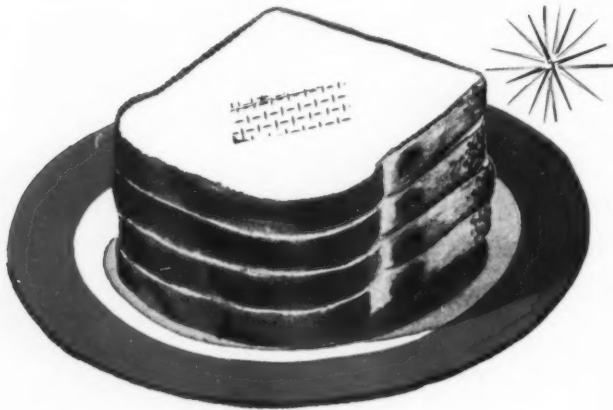
WHITEWATER FLOUR MILLS CO.  
Whitewater, Kansas



Sculpture — Italian,  
Antonio Mantegazza (d. 1495)  
Photo courtesy Nelson-Atkins Gallery  
Kansas City, Missouri



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Check Your Protection Against ....

## 20 Big Perils to Your Business

By A. L. Hollenbeck

**EDITOR'S NOTE:** Better use of present insurance investment, not sinking more money into policies, may be the answer to avoiding heavy uninsured losses, according to A. L. Hollenbeck, secretary, Agricultural and Empire State Insurance Companies, author of the accompanying article. It is claimed that the owners of America's two million retail and service establishments spend more for insurance than any other business group—yet suffer the heaviest uninsured losses. The fact is that the average businessman may spend less time in selecting insurance than in ordering a standard shelf item, with the result that he is overinsured for some perils, unprotected against others. Mr. Hollenbeck's article provides a general guide for solving insurance problems.

The owner of a successful small business — whom I shall call Tom Farley — thought he was pretty well insured. He had life and health insurance for himself, fire, theft, and windstorm insurance covering his business property and merchandise, and workmen's compensation insurance for his employees. He was even covered if a neighborhood Ted Williams were to slam a homerun smack through his big display window.

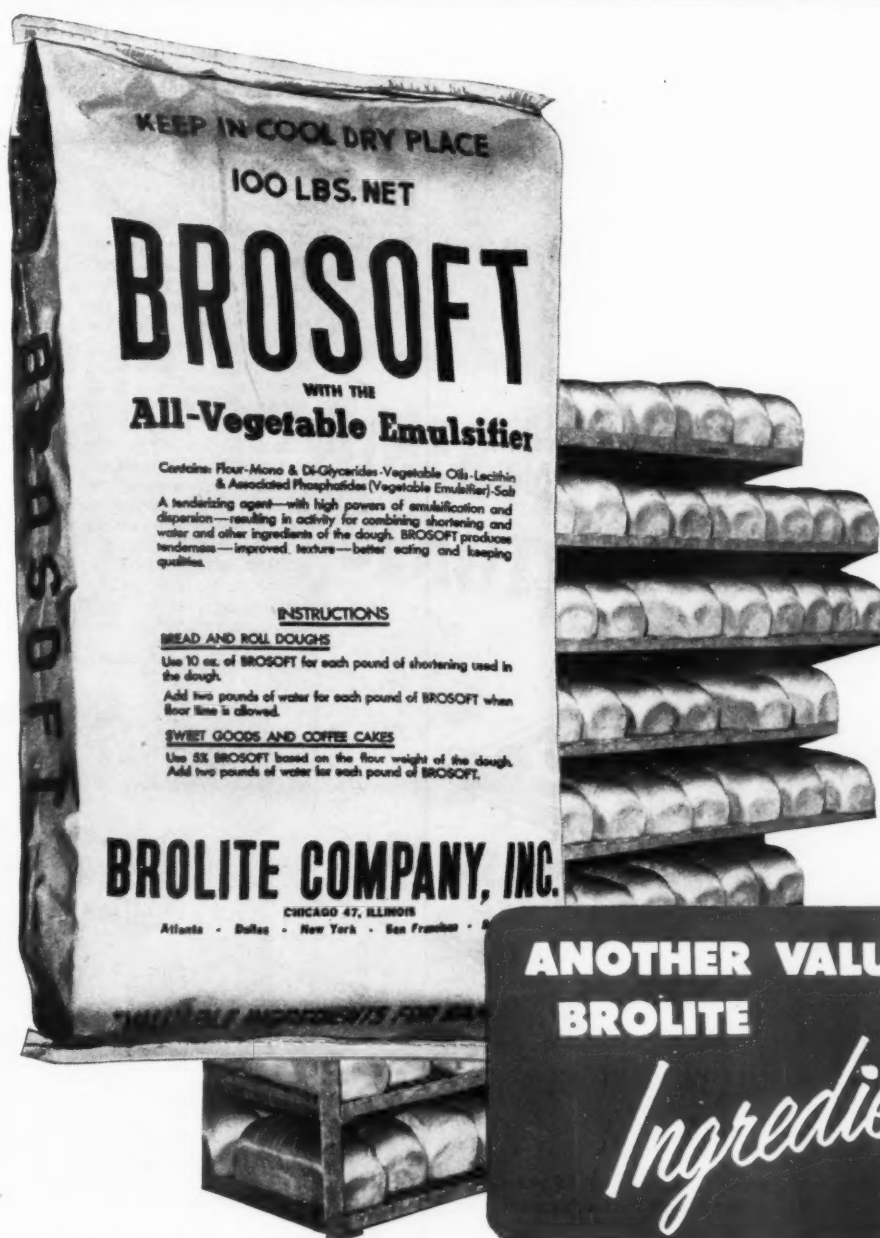
But one day Mr. Farley hired a handyman to fix the roof of his store, supplying the tools and an old ladder to do the job. The ladder broke as the man was climbing onto the roof, and he plunged to the ground, fracturing a vertebra and suffering serious internal injuries. When he was

finally released by the hospital, the repairman sued the storeowner. Court evidence proved the ladder was unsafe . . . and the jury placed full responsibility for the accident on Farley. The \$29,500 verdict awarded

the repairman may not have been unreasonable, considering the serious nature of his injuries . . . but it dealt a crippling blow to the storeowner who was not insured for one cent of the loss.

Court dockets are filled with similar cases. Small businessmen spend millions each year on insurance—most of it wisely—but not one in a dozen has a real understanding of the big perils facing his business or the policies best suited to his needs. While the success of their business may hinge on ability to offer a broad yet balanced selection of goods and services, most businessmen fail to follow through with this principle when considering their insurance.

Boiled down, the list of perils to a business falls into three broad groups: Those which may result in a



KEEP IN COOL DRY PLACE  
100 LBS. NET

# BROSOF

WITH THE  
**All-Vegetable Emulsifier**

Contains: Flour-Mono & Di-Glycerides-Vegetable Oils-Lecithin & Associated Phosphatides (Vegetable Emulsifier)-Salt

A tenderizing agent—with high powers of emulsification and dispersion—resulting in activity for combining shortening and water and other ingredients of the dough. BROSOF produces tenderness—improved texture—better softing and keeping qualities.

**INSTRUCTIONS**

**BREAD AND ROLL DOUGHS**  
Use 10 cc. of BROSOF for each pound of shortening used in the dough.  
Add two pounds of water for each pound of BROSOF when flour time is allowed.

**SWEET GOODS AND COFFEE CAKES**  
Use 6 cc BROSOF based on the flour weight of the dough.  
Add two pounds of water for each pound of BROSOF.

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Atlanta • Dallas • New York • San Francisco •

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*Ingredient*

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Brossoft is a tenderizing agent — a proved ingredient in convenient dry form. Easy to handle, it requires no changes in shop procedures.

Brossoft produces tenderness of crumb and crust. Improves texture. Results in better eating and keeping qualities—easier machining and make up.

Smoother slicing, too, with no gumminess. . . . Many of America's best selling loaves are now made with Brossoft.

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We Specialize in Dark Varieties

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DANVILLE P.O. Astico WISCONSIN

"RUSSELL'S BEST"  
"AMERICAN SPECIAL"

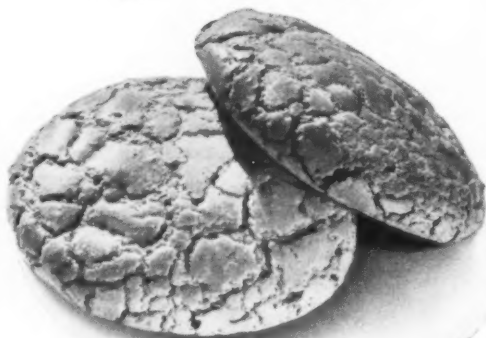
Our mill is located in the high protein  
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sas, and secures most of its wheat  
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RUSSELL MILLING CO., Russell, Kansas

**Michigan Soft Wheat Flours  
Plain or Self Rising**

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# Quality



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WORD YOUR CUSTOMER  
CAN TASTE!

Be sure of better-tasting, better-selling cakes and pastries with



- GENUINE ALMOND PASTE\*
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Relied on throughout 85 years  
...throughout the baking trade

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of our sales-slanted booklet  
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\*Reg. U. S. Pat. Off.

**HENRY HEIDE, Incorporated**  
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large loss, and should be covered by insurance, regardless of odds; those to which the business is constantly exposed, and which may or may not result in serious loss; and those small loss items which occur frequently. A sound insurance program should provide complete protection for the first group, careful selection from the second group to insure adequate coverage, and any additional protection from the third group which may be needed.

This round-up of 20 leading perils may vary somewhat from business to business. Glass breakage could be disastrous to one business, for example, and relatively unimportant to another. Weigh each peril carefully, keeping in mind that hazards to your business operations are equally as important as those to your property, equipment, or stock.

#### Hazard to Property, Equipment

Fires account for the bulk of business property destruction. Yearly, 56,000 retail stores alone fall prey to this peril, resulting in destruction of stock and records, and costly interruption of business. One survey shows that better than 40% of the businesses destroyed by fire are forced to close their doors for good within a year because of impaired credit or inadequate insurance.

Carelessness and inadequate safeguards are directly responsible for most fires. Recently in Boston, a \$1,200,000 fire swept through a five-story leather warehouse which had no sprinkler system. The fire then spread to an adjoining building which had a sprinkler system and proper fire fighting equipment, where it was quickly extinguished.

The basic fire policy, which also insures against loss by lightning, is the cornerstone of any business in-

surance program. Remember that the amount of insurance carried should cover any loss which the business could not otherwise stand. Determine the present replacement value of your property, equipment and stock, then check your policies to see exactly what you can collect in event of loss. While most fire policies are pretty well standardized, there are differences from state to state, and you should know exactly how you are protected.

#### Smoke

Smoke can cause more destruction than flames. The owner of a variety store discovered this recently when fire ignited a large supply of paint stored in the basement . . . resulting in smoke damage of several thousand dollars to stock and property. Actual fire loss was only a few hundred dollars. The basic fire policy covers damage by smoke during a fire. Where smoke damage may occur without fire loss, as from a "blow-out" of a faulty oil burner, separate coverage is required.

Windstorms and hail are another ever-present threat. Last year's violent hurricanes dealt crippling blows to thousands of businesses. Hurricane Hazel alone cost America's insurance companies more than \$75,000,000. While tornadoes and other storms mark a constant threat to the small businessman's property, this hazard is frequently not covered by insurance. Less than 10% of the stores in Waco, Texas, were protected when the devastating tornado of 1953 tore its \$50,000,000 trail through town. Since it is impossible to tell when or where a storm may strike, it is the wise business manager who insures against Dame Nature's unpredictable whims.

Explosions, equally violent and un-



*high altitude spring wheat—plus four generations of milling experience—plus a modern mill—result in TRISCO flour—for bakers who want a mellow-type flour of superior quality.*

**TRI-STATE MILLING CO.** Rapid City, S. Dak.



**RUSSELL-MILLER'S**  
**CAKE EASTER EGGS**  
**FOR 1956**

**RIGHT INSIDE  
FOLKS FOR  
YOUR MOST  
PROFITABLE  
PROMOTION**



**MUSICAL CAROUSEL** plus all  
these displays **FREE..** when you buy  
**American Beauty Cake Flour**



**The only thing you don't  
see is the money you'll make!**

Russell-Miller's annual Cake Easter Egg promotion—now in its seventh year—has become the baking industry's outstanding merchandising event of the year. Bakers report the profit you make on this deal is limited only by the number of eggs you turn out. The eye-stopping 30" high Carousel is this year's "main attraction". It *revolves*—it *plays music*—and the Cake Easter Eggs you fill it with will sell as fast as you can bake 'em. The Carousel and a wide array of other colorful display pieces included in kit will brighten your window and store. As a plus-value—after Easter—you'll find it easy to adapt the Carousel to many special-occasion promotions throughout the year.

Your purchase of American Beauty Cake Flour is your ticket to this money-making event. No flour does the job like American Beauty Cake . . . a premium flour for a premium job. American Beauty carries high percentages of shortening—up to 140% sugar . . . and gives you maximum volume, velvety texture plus unusual keeping qualities. Make plans now for a rewarding Easter business built around Cake Easter Eggs.



#### **HERE'S WHAT YOU GET**

1. The Carousel in gay, attractive colors.
2. Window and counter cards.
3. Six bright pennants.
4. Window poster.
5. Cake decorating sheets.
6. Cake Easter Egg Formula.





**BIGGEST  
EASTER  
PROMOTION  
YET!**



**CAKE EGGS**

**RUSSELL-MILLER  
7th ANNUAL  
CAKE EASTER EGGS**



**PLACE YOUR  
ORDER NOW**

**DECORATED CAKE  
EASTER EGGS**



Easter baskets (with shredded cellophane) are not included in kit but are available at cost.



**CAKE  
EASTER  
EGGS**  
ORDER YOURS TODAY



**CAKE  
Easter  
Eggs**  
A TREAT FOR THE WHOLE FAMILY



**CAKE  
EASTER  
EGGS**  
DELICIOUS AND NUTRITIOUS



**CAKE  
EASTER  
EGGS**  
A DELIGHTFUL EASTER TREAT

*Delicious - Decorated...*  
**CAKE easter eggs**  
KIDS LOVE 'EM - ORDER TODAY

GOOD FOR YOU  
DELICIOUS TOO  
**CAKE  
easter  
eggs**

*To make To make*  
**CAKE  
EASTER  
EGGS**  
A TREAT FOR THE WHOLE FAMILY

SAY  
"HAPPY EASTER"  
WITH  
**CAKE  
Easter  
Eggs**



# IT'S EASY AND PROFITABLE TO MAKE CAKE EASTER EGGS

## EASTER EGG CAKE

### METHOD

Scale into mixing bowl, and start mixing at low speed.

Add water gradually, and mix for 5 minutes at low speed. (Scrape bowl well.)

Add eggs gradually in three equal portions. Scrape bowl well after each addition of eggs. Mix for a total of 5 minutes at low speed.

### INGREDIENTS

### LBS. OZS.

American Beauty Cake Flour	5
Salt	1½
Baking powder	3
Emulsifier shortening	3
Fine granulated sugar	5 12
Dry milk solids	5
Water (cold)	2 4
Vanilla	1
Whole eggs (cold)	4 8
Total weight	21 2½

**NOTE:** To retain the natural round shape of large eggs, set them in a bed of fine granulated sugar when removed from pans. Use the pan mould to form oval depression in sugar bed. This oval depression will cradle the eggs while cooling.

A canvas bag with No. 7 round tube may be used for depositing batter in small egg moulds. Fill moulds ¾ full.

### MAKE UP PROCEDURE

#### SCALE

Small eggs—  
approx. ½ oz. each  
Large eggs—  
7 ozs. each

#### BAKE

360° F. Baking  
time: small eggs  
—25 min. Large  
eggs—40 min.

#### HANDLING FROM OVEN

Allow to cool for about 5 minutes in pans before dumping. When cold, coat with colored frosting. Place frosted-coated eggs on screen to dry.

**WATCH CAREFULLY:** 1. If a feathery edge forms on eggs during baking the edge may be trimmed with a sharp knife or scissors when eggs are cold. 2. Grease pan moulds with flour-shortening mixture. One pound of soft wheat flour, and three pounds of shortening mixed well together. 3. If desired 25% of the shortening may be replaced with butter.

## EASTER EGG WHITE FROSTING

### METHOD

Heat until shortening and butter are thoroughly melted. Approximately 180° F.

Scale into machine mixing bowl, and start mixing at low speed. Add above hot mixture gradually, and mix until smooth. Use low speed, and keep bowl well scraped down throughout mixing period.

Add, and mix in thoroughly at low speed.

### INGREDIENTS

### LBS. OZS.

Standard shortening	1 4
Butter	4
Corn syrup	1
Water	1 8
6X Sugar (sifted)	9
Salt	¼
Vanilla	1
Total weight	13 1¼

**NOTE:** If a thinner frosting is desired, thin down with hot simple syrup.

### SIMPLE SYRUP

Bring to a boil only

Granulated sugar	2
Water	1
Corn syrup	4
Total weight	3 4

**IMPORTANT:** Above frosting must be used while warm. Leftover frosting may be reheated in hot water bath, and used the following day.

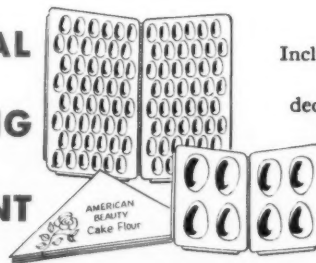
**PROCEDURE:** Submerge Easter Eggs in above frosting, and place on wire screens to dry. When dry they may be decorated as desired.

**VARIATIONS:** By omitting the vanilla, various flavors and colors may be added. 1. Pink color—Oil of cinnamon flavor. 2. Light blue color—Mint flavor. 3. Light green color—Oil of pistachio. 4. Red color—Cherry flavor. 5. Almond flavor may be used instead of the vanilla in the white base. 6. Orange color—Fresh orange juice flavor. 7. Lemon color—Fresh lemon juice flavor.

**NOTE:** Complete formulas for white, chocolate and other frosting variations are included in kit.



## SPECIAL BAKING EQUIPMENT



Included in each Cake Easter Egg Kit are complete tested formula and decorating sheets. If you do not have Cake Easter Egg pans, the special molds shown here are available at reasonable extra cost.

## MAIL COUPON NOW - EASTER IS APRIL 1

OR ASK YOUR RUSSELL-MILLER REPRESENTATIVE FOR DETAILS

Mail to: **RUSSELL-MILLER MILLING CO.**

Minneapolis 15, Minnesota

Please rush details on 1956 Cake Easter Egg Kit.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

This offer available only in the continental U.S., east of the Rocky Mountains.

## RUSSELL-MILLER

### Bakery Flours

MINNEAPOLIS 15, MINNESOTA

Results are better when  
your choice is right!



predictable, can cause a devastating loss. Safety experts point out that explosions often occur where least expected. A leaking gas main, half-empty cans of paint—even sawdust—can cause an explosion. Where boilers or other fired vessels are used, insurance against this hazard is paramount.

Riot from civil commotion or strikes can wreck a business in a matter of minutes. If this peril is increased by the nature or location of your business, adequate protection against damage, including attendant pillage and looting, is a "must." While less frequent than many perils, damage directly or indirectly caused by aircraft and vehicles can result in a wholesale loss. Stores or businesses located on main thoroughfares or within the traffic pattern of an airport are particularly subject to this form of destruction.

#### Extended Coverage

All of these hazards can now be insured by a single addition to the basic fire policy called an extended coverage endorsement. While any one also can be insured separately, cost of protecting against the entire group is nominal, and recommended by underwriters as a sound business investment.

Of the many other perils to buildings and contents, four are particularly noteworthy and can be covered by one endorsement called additional extended coverage. Destruction by vandals has been steadily on the increase since World War II. In one Midwest city, teen-age gangs destroyed so much property that an all-out community program had to be established to prevent these raids. Similar patterns of delinquency have been noted in large and small communities across the country. Most businesses, regardless of location or type, are open prey to this hazard and should be insured.

Water damage also can be extensive, even ruinous. During a heavy rainstorm recently, roof water entered a specialty shop through a hole in the down spout, causing extensive damage to the stock of women's clothing. Fortunately, the owner carried a special water damage policy and was paid in full for his \$5,911 loss. Broken water mains, faulty plumbing systems, defective heating or air conditioning systems . . . all may cause heavy water damage to stock and equipment.

While most businesses are insured against loss by fire and many of the "natural perils," operational hazards often are neglected. Business interruption after a loss, for example, could prove fatal. A special policy recently was made available for small businesses to cover any loss of earnings which may result during the time a business is out of operation. As your property insurance pays for the destruction of building's equipment and stock, the business interruption insurance pays for loss of income. It will reimburse for lost profit, and covers essential expenses

such as salaries, taxes, advertising, and other items that would have been earned had not the business been crippled by fire or other hazard.

Even when continuing expenses are covered by insurance, however, certain businesses may suffer by not opening their doors as soon as possible after a loss.

Every businessman is exposed to the possibility of a claim for negligence. All an injured person has to do to get you into court is to allege that ordinary care has not been taken and that you were negligent to some degree. Even when innocent, settling

these claims can be both troublesome and expensive.

Keep in mind that there is no exact definition of negligence, and that it is the jury—not the judge or the law—which ultimately decides whether negligence has or has not existed.

#### Liability

No phase of a business is immune from the possibility of a liability suit. To make certain that your business is properly protected, ask your insurance agent to review the various forms of liability coverage. Pick out

# Knock 24 hours off shipping time to Eastern markets

...at no extra cost  
...via New York Central  
"EARLY BIRDS"

New York Central's "Early Bird" express-speed trains regularly beat trucks in over-the-road time on the long hauls from the West and Southwest to New York, Buffalo and Boston. "Early Birds" make the Chicago to New York run in as little as 22 hours.

The saving of one day's shipping time by "Early Birds" in reaching the large markets in the East means perishables and food products are a day fresher on arrival. Fast, depend-

able, on-time delivery means better market prices—less waste of perishable commodities—more profit for shipper and consignee. And you pay no more for "Early Bird" service.

In shipping via "Early Bird" service, you save the cost of one less icing for reefers en route, the cost of one day's feeding for livestock.

The New York Central is the only railroad with a direct line into the Manhattan produce markets.

Freight cars arriving from west of the Mississippi and south of the Ohio Rivers merge with "Early Bird" fleets at the East St. Louis, Peoria, Chicago and Cincinnati Gateways. Local-origin freight departs from East St. Louis, Peoria, Chicago, Detroit, Cleveland, Cincinnati and Indianapolis for Buffalo, Boston and New York.

Ask your nearest New York Central Freight Representative for a copy of the "Early Bird" timetable.

## New York Central System

The water-level route of fast, dependable freight service.  
GENERAL OFFICES: 466 Lexington Avenue, New York 17, N.Y.



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For Bakers

### The Morrison Milling Co.

Denton, Texas

Emphatically Independent

### Quality Millers Since 1879

### BUFFALO FLOUR

THE WILLIS NORTON

COMPANY

WICHITA, KANSAS

THE STANDARD  
others strive to reach

White Swan  
FLOUR  
SPRINGFIELD MILLING CORP.  
MINNEAPOLIS, MINNESOTA



### Michigan Soft Wheat Flour

Plain and Self-Rising

### King Milling Company

LOWELL, MICHIGAN

those that apply particularly to your business, and make sure you are insured for an adequate amount. Keep in mind that a judgment is apt to be particularly large if the defendant is an established and prosperous business.

By all means, liability insurance should include a policy covering motor vehicle liability. All states now have financial responsibility laws which require the owner of an automobile to show evidence of his ability to pay for injury or damage to others caused by his negligence, or to lose the privilege of driving. Since most businesses would be seriously im-

paired without the use of an automobile, adequate protection here is essential. Liability insurance against this hazard covers bodily injury, property damage, and usually provides for medical payments in event of injury.

Burglary, theft, and robbery are another ever-present threat. The FBI recently surveyed 359 cities across the country and reported that over 1,100 places were looted daily in these communities. Almost one-third of the robberies were committed against some type of commercial establishment, and over half of the burglaries reported were to stores and offices.

Ask your agent about the various policies which will protect you from such loss. Underwriters generally recommend that small business include a special 3-D policy—protecting against dishonesty, disappearance and destruction. This combination policy consists of five broad coverages, all optional, to include loss through employee's dishonest act, loss of money and securities occurring within the premises, loss of money and securities outside the premises, loss of securities within leased safety deposit boxes, and loss through forgery of outgoing instruments.

No business insurance program

would be complete without some protection against bad debts. Credit losses can be just as large and just as serious as a loss from fire or other circumstance, and must be adequately controlled. Credit insurance guarantees that in the event of loss resulting from nonpayment of debts or extension of credit, the insurance company will make good this loss. While most businessmen may rely on their own reserves to absorb normal bad debt losses, this policy safeguards them from excessive loss—which may permanently disable the business.

If you're protected against these 20 perils, relax. Chances are you'll be able to weather just about everything that fate may throw your way. But if you've spotted a weak spot in your insurance program, correct it immediately before it's too late. Your insurance agent—who also is a small businessman—will recommend the best policies for your business. Listening to his advice will not cost a cent . . . and could save you from a disastrous loss.

—BREAD IS THE STAFF OF LIFE—

### Chicago Millers Told Of Bakers' Flour Needs

CHICAGO—Roland E. Clark, cereal chemist for the W. E. Long Co., Chicago, told members and guests of the Chicago Millers Club about "flour as the baker sees it" during his visit as the guest speaker at the club meeting the evening of Jan. 19. Mr. Clark appeared at the Chicago Furniture Mart with around 50 attending.

Flours differ for four major reasons, said Mr. Clark, and listed them as follows: (1) The wheat varieties from which the flour is milled, (2) the milling treatment, such as bleaching and malting, (3) the milling process, such as the grade of flour produced and equipment used, and (4) the differences in baking characteristics of the flour produced. A baker must balance his formulas and adjust these characteristics on the basis of gas production and gas retention, Mr. Clark observed.

Mr. Clark also discussed bread mixing and flour respiration or sweating, and of the advisability of storage. This led into a discussion of bulk handling of flour. This is an excellent development and is here to stay, he said, but calls for some adjustments. He said if the flour is received from the mill and used in around three days it is all right. However, if this period is exceeded the flour should be stored for around three weeks before use.

In regard to storage, the aerating of flour by conveying through pipes pneumatically or by screw conveyor mechanically is beneficial, and can reduce the time needed for storage. Mr. Clark cautioned that anyone planning to consider bulk handling should order railway cars a year in advance because of the car shortage.

A RECOGNIZED MARK OF EXCELLENCE FOR SEVENTY-EIGHT YEARS



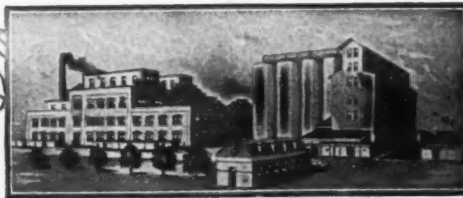
FLOUR FOR PERFECT BAKING



ANOTHER GREAT FLOUR

EVERY phase of HUNTER operations tends to provide the baker with constant economy in quality flour production. Our mills are right in the heart of the biggest hard winter wheat area. And we have ample elevator capacity to select and store the best of these wheats for your baking needs.

THE HUNTER MILLING CO.  
WELLINGTON, KANSAS



"SLOGAN SPECIAL"

The Quality Baker's Flour

Oklahoma Flour Mills Co.

EL RENO, OKLAHOMA

PRESTON-SHAFFER  
MILLING CO.

WALLA WALLA, WASH.

Established 1865

Soft White Winter Wheat Flour a Specialty

ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY

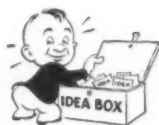


## AN IMPORTANT NOTE TO REMEMBER



*You can count on  
Anheuser-Busch Bakers Yeast  
for highest uniformity...  
pound after pound after pound.*

## Worth Looking Into



### New Products New Services New Literature

This reader service department announces the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Use the accompanying coupon to obtain the desired information.

#### No. 3851—Bulk Flour Bulletin

An illustrated four-page bulletin describing the Fuller Airslide transfer unit, a portable unit for unloading bulk flour, is now offered by the Fuller Co., a subsidiary of the General American Transportation Corp. Three photos in the bulletin show the transfer unit at work in its two-fold function: Unloading flour from a bulk railroad car to a bulk flour van, and unloading from the van to storage bins at a commercial bakery. Two diagrams show how the portable unit can be used with the company's Airveyor pneumatic pressure equipment, either for car-to-van unloading, or for direct car-to-bin unloading when the bakery is located at a siding. A half-page drawing shows the transfer unit in clear detail, with special emphasis on the two flanged and gasketed outlets which clamp on to hoppers at the bottom of the railway car. The hydraulic system for keeping these outlets tightly pressed against the hoppers, as unloading proceeds and the car rises on its springs, is explained.

Bulletin No. TU-1, describing the portable transfer unit, is available if you will check No. 3851 on the coupon and mail it.

#### No. 3840—Water Conditioner

The Packard Manufacturing Co. announces the marketing of a new water conditioner that is said to eliminate and prevent scale and corrosion formations in boilers and water systems without the use of chemicals. The unit is for use on boilers, air conditioning and refrigerating systems and other industrial applications where water problems exist. All conditioners carry a 10-year warranty. Sizes vary from 6.5 to 1,760 gal. per minute. Secure more complete details by checking No. 3840 on the coupon and mail it.

#### No. 3841—Display Case Catalog

An illustrated catalog, featuring the complete line of White Mountain bakery display fixtures, has been released by the Maine Manufacturing

Co. Included in the catalog are complete descriptions and detailed specifications of the three major series of bakery display fixtures: Island- or gondola-display stands; wall type display stands and floor stands. The catalog includes illustrations of the three series of stands with large featured Trade-Nameplates (furnished as standard equipment). Each illustration is also accompanied by detailed shelf dimensions, etc., plus catalog charts with sizes, capacities and similar information. Secure the catalog by checking No. 3841 on the coupon and dropping it in the mail.

#### No. 3842—Sugar Report

Refined Syrups & Sugars, Inc., has released a report entitled, "Sugar Turbidity Facts," which outlines the preliminary findings of a turbidity research program the company is conducting. Turbidity, as it is commonly known, refers to the organic non-sugar solids remaining in sugar after refining, and which cause a cloudy or muddy condition evident when the sugar is in solution. Secure the report by checking 3842 on the coupon and mailing it.

#### No. 3843—Bulk Trailer

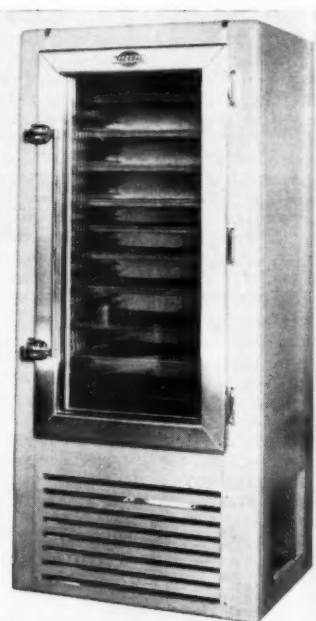
The Vacu-Veyor Division of Vacu-Blast Co., Inc., has completed a new bulk flour and sugar trailer, to be delivered to Holly Sugar Co. of San Mateo, Cal. Legal payload is 20 tons, and the unit will operate in California. The trailer is furnished with the Vacu-Veyor, a pneumatic conveyor. The only moving parts are the motor and blower, which are mounted in the front end of the trailer. Pressure air conveying lines run from the blower to hoppers underneath the tank. The tank is pressurized so that the material will flow from the tank into the pressure conveying line. The tank is made from 10-gauge mild steel, and is plastic lined. Piping is stainless steel. For sugar, a closed return system is used, and the return line carries the dust back to a self-contained dust collector in the rear end of the trailer. Then the clean air is discharged back into the blower into a closed system. Secure more complete information by checking No. 3843 on the coupon and mailing it.

#### No. 3848—Frozen Foods

Proceedings of a symposium entitled, "Precooked Frozen Foods" have been published by the Advisory Board on Quartermaster Research & Development, Committee on Foods, in a 76-page booklet. Copies may be secured without charge by those concerned with research in this field, according to officials of the Quartermaster Food & Container Institute for the Armed Forces, 1819 West Pershing Road, Chicago 9, Ill. Contents of the booklet include sections on precooked foods in use, preparation and processing, quality control and stability and microbiological aspects. The booklet may be secured by writing directly to the Chicago address of the Quartermaster Food & Container Institute for the Armed Forces.

#### No. 3847—Upright Freezer

New developments in the upright Frigid-Baker display and storage unit for frozen baked goods have been announced by officials of the



Federal Refrigerator Mfg. Co. The unit is self-contained. Model BF40SC is available in two styles, featuring either a solid door or a stainless clad glazed door for display as well as storage. It is 37 in. wide, 27 in. deep and 79 1/2 in. high. It is finished in either white baked enamel or a wood-grained gray or tan Dinoc, has an interior of rust-proof aluminum and is refrigerated with a 1/2 H.P. hermetically-sealed unit. Secure more complete details by checking No. 3847 on the coupon and dropping it in the mail.

#### No. 3844—Lubricant

Plastilube is the trade name of a new grease developed by the Warren Refining and Chemical Co. The product is said to be a stable chemical compound without a soap base. It is claimed not to break down, melt nor freeze. The lubricant displays excellent adhesiveness in boiling water and retains its pumpability at low temperatures, the company states. Check No. 3844 on the coupon and mail it to secure more complete details.

#### No. 3845—Topping

Characteristics of its whip topping, trade named "Top Kick," for cakes and pies, are described in a recent announcement by the S. Gumpert Co. While in storage the product needs no refrigeration. It comes in 10-lb. tins and is made by adding one part of regular liquid milk to two parts of the product and then beating. Cream may be added for a richer topping, and various other ingredients such as chocolate may be blended with the product. Secure more complete details by checking No. 3845 on the coupon and dropping it in the mail.

#### No. 3846—Store Modernization

The book, "Basic Guide on Store Modernization" is available for \$10 from the Store Planning Center of the Store Modernization Institute, 5 Middlesex Road, Darien, Conn. The purpose of the book, according to institute officials, is to show the small store owner how to gather the right facts on what he has at present; how to organize his own ideas systematically on just what he wants to accomplish; and how to avoid many of the costly mistakes some store

#### Send me information on the items marked:

- |  |   |
|--|---|
| <input type="checkbox"/> No. 3831—Air Conditioner      | <input type="checkbox"/> No. 3846—Store Modernization |
| <input type="checkbox"/> No. 3840—Water Conditioner    | <input type="checkbox"/> No. 3847—Upright Freezer     |
| <input type="checkbox"/> No. 3841—Display Case Catalog | <input type="checkbox"/> No. 3848—Frozen Foods        |
| <input type="checkbox"/> No. 3842—Sugar Report         | <input type="checkbox"/> No. 3849—Stabilizer          |
| <input type="checkbox"/> No. 3843—Bulk Trailer         | <input type="checkbox"/> No. 3850—Sweet Dough Base    |
| <input type="checkbox"/> No. 3844—Lubricant            | <input type="checkbox"/> No. 3851—Bulk Flour Bulletin |
| <input type="checkbox"/> No. 3845—Topping              |   |

Others (list numbers) .....

NAME .....

COMPANY .....

ADDRESS .....

CLIP OUT—FOLD OVER ON THIS LINE—FASTEN (STAPLE, TAPE, GLUE)—MAIL

FIRST CLASS  
PERMIT No. 2  
(Sec. 34.9,  
P. L. & R.)  
MINNEAPOLIS,  
MINN.

#### BUSINESS REPLY ENVELOPE

No postage stamp necessary if mailed in the United States

#### POSTAGE WILL BE PAID BY—

The American Baker

P. O. Box 67,

Reader Service Dept.

Minneapolis 1, Minn.



owners make because they have no systematic method for organizing their program. The basic guide kit includes a detailed questionnaire to help the retailer record the facts about his present store layout and merchandising set-up, with instructions and examples for taking measurements of the different store areas; for checking the condition of his present fixtures and other equipment and the physical construction of his store. The "Basic Guide on Store Modernization" is designed to help the store owners answer his own questions all the way from "What have I now?" through to "What do I want to accomplish after modernizing?"

### No. 3849—Stabilizer

The Seaplant Chemical Corp. has prepared new literature on the use of its product, called by the trade name, SeaKem Irish Moss Extrac-

tive, for a wide variety of stabilizing purposes. The literature is available by checking No. 3849 on the coupon and mailing it to this publication.

### No. 3850—Sweet Dough Base

A new sweet dough base has been announced by H. C. Brill Co., Inc. The product is in paste form and called "E-Z-DO." Among the time-saving and quality-control features claimed by the maker are sweet doughs of greater uniformity, much easier to handle and extended freshness periods. All the baker has to add is flour, water and yeast, the manufacturer says. For more information on this product, please check No. 3850 on the coupon and drop it in the mail.

### No. 3831—Air Conditioner

The Airtemp Division of the Chrysler Corp. has prepared a new booklet on its water cooled packaged air conditioning unit. The 8-page booklet is called "Air Condition for Profit" and describes the company's product which comes in nine sizes up to 30 h.p. Features claimed for the firm's air conditioner are ease of installation, long life, operating economy, new styling and a five-year warranty. Secure the booklet by checking No. 3831 on the coupon and mailing it to this publication.

For Quality, Economy and Reliability, Use  
**BROWN'S HUNGARIAN**  
America's Premier Cake Flour  
**BROWN'S HUNGARIAN CORPORATION**  
25 Broad Street New York City

### CODING AND MARKING

"Code dating and marking machines for the flour milling and baking industries. Coding bread wrappers, cellophane and packages, etc., our specialty. Write for information on a specific problem."  
**KIWI CODERS CORPORATION**  
3804 N. Clark St. Chicago 13, Illinois

A line of essential  
**BAKERY PRODUCTS**  
uniform and reliable

**NATIONAL YEAST CORPORATION**  
Chanin Building • New York, N. Y.

A SUCCESSFUL DONUT  
BUSINESS CALLS FOR THE  
FINEST EQUIPMENT and MIX

**DOUGHNUT CORP. OF AMERICA**  
45 West 36th Street New York 18, N. Y.

### Also Available

The following new products have been described in previous issues and information about them may still be obtained by jotting the appropriate number on the coupon and forwarding it to this magazine.

No. 3816—Multiple ingredient bins, Day Co.

No. 3817—Bakery decals, Meyer-cord Co.

No. 3818—Dried egg product, Seymour Foods, Inc.

No. 3819—Bakery equipment catalog, Petersen Oven Co.

No. 3820—Odor filter, Radex Corp.

No. 3821—Equipment catalog, Read Standard Corp.

No. 3822—Brochure on icings, Basic Foods Sales Corp.

No. 3823—Manual on merchandising, Moj Products Corp.

No. 3824—Bakery construction, Building Construction Employers' Assn.

No. 3825—Cellophane packaging of bakery goods, Alto Corp.

No. 3826—Wrapping paper for bakeries, Kirchheimer Brothers Co.

No. 3827—Bulk containers, up to 77 cu. ft. capacity, Kaiser Nest-A-

No. 3828—Line of ingredient cans, Witt Cornice Co.

Bin, Division of Willys Motors, Inc.

No. 3829—Baking pan specifications folder, Ekco Products Co.

No. 3830—Food conveyor belt, Mohawk Supply Co.

No. 3832—Book entitled, "Product Liability Cases," \$12 per copy, Commerce Clearing House, Inc., 214 N. Michigan Ave., Chicago 1, Ill.

No. 3833—Package tying machine, B. H. Bunn Co.

No. 3834—Monthly formula service, Wilson & Co.

No. 3835—Stainless steel scoops,

pails and funnels, Star Stainless Screw Co.

No. 3836—Revolving cake stands, Cake Stand Manufacturing Co.

No. 3837—White polyethylene coated board, Gair Cartons Division, Robert Gair Co.

No. 3838—Island type bakery display stand, Maine Manufacturing Co.

**MORE  
PIE  
SALES**



THERE are two parts to a Pie-Pak container: a sanitary, circular band made of pure virgin wood pulp, that carries the name of the bakery right into the home of the consumer; and a transparent cellophane top that permits the buyer to see your product... Write for special introductory offer to...

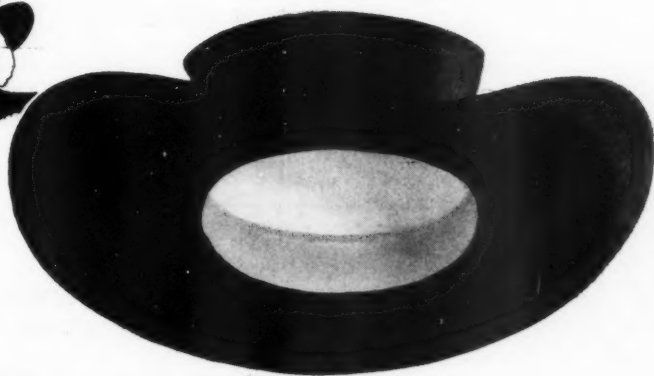
**PIES "keep in" your delicious oven-freshness and flavors longer in Pie-Pak containers.**

• Pie-packaging costs can be reduced 50% or more when using Pie-Pak containers.

• More sales and bigger savings are attained in less damage and stale returns.

for  
**PIE BAKERS**  
with  
**PIE-PAK**  
CONTAINERS

**PIE-PAK COMPANY, INC.**  
1300 HUDSON ST., HOBOKEN, N. J.



**KEEP THIS  
UNDER YOUR HAT:**

QUAKER BAKERS FLOUR is specially designed for the specific needs of the modern baker. Costing no more than ordinary flours, this highest-quality short-patent flour has the versatility to create superior results in every bakery item you produce.

Call... Write... or Wire to:

**The Quaker Oats Company**  
Chicago, U.S.A.

Mills at Cedar Rapids, Iowa • St. Joseph, Mo. • Sherman, Texas  
and Los Angeles, California



# Uniformity

the priceless quality in flour

yours always with . . .

## Acme-Evans Flours



ANGELITE—cake flour

COOKIE KING—cookie and dough-up flour

CRACKER KING—cracker sponge flour

GRAHAM KING—100% soft wheat graham

PASTRY KING—low viscosity flour

Progressive Milling Since 1821

ACME-EVANS COMPANY, INC., INDIANAPOLIS 9, IND.

"ROCK RIVER" RYE "BLODGETT'S" RYE "OLD TIMES" BUCKWHEAT

All Grades—From Darkest Dark to the Whitest White  
—Specially Milled by the Blodgett Family—Since 1848

FRANK H. BLODGETT, Inc., Janesville, Wisconsin

The Williams Bros. Co.  
Merchant Millers KENT, OHIO, U. S. A.  
Millers of Soft Winter Wheat.

We specialize in laboratory controlled production of superior Cake, Pastry and Cracker Flours from carefully selected wheats.

STAR OF THE WEST

One of the Best

MILLING COMPANY

NIGHTINGALE and STAR Patent Flour  
Phone 2131 Frankenmuth, Mich.

## Product Quality Most Important, Specialist Tells AACC in N. Y.

NEW YORK—"The most important influence in today's food market is quality—quality of product coupled with quality of container."

These were the words of J. O. Peckham, executive vice president of the A. C. Nielsen Co., before the Jan. 10 meeting of the New York Section of the American Association of Cereal Chemists.

He told the chemists that it is next to impossible to be successful in promoting an inferior food product.

Mr. Peckham, an executive of the world's largest marketing research organization, built his address around words attributed to Abraham Lincoln: "If we could first know where we are and whither we are tending, we could better judge what to do and how to do it."

This remark, Mr. Peckham said, applies closely to his subject, "Measuring Consumer Acceptance of Food Products." Determining the "where," "whither," "what" and "how" is a large part of the service that the A. C. Nielsen Co. has delivered over 30 years to the bulk of the nation's top food and drug interests, he stated.

To accurately determine customer acceptance, Nielsen has learned that there is no substitute for actual measurement at the consumer level, backed by choice of a time-proven cross section of the sales points and the use of highly trained observers. The degree of accuracy of these meas-

urements is reflected in the established probable error of only 2.3% for food and 2% for drug items in long-term comparisons, said Mr. Peckham.

In describing the procedure and method of interpreting measurement data for the cereal chemists, Mr. Peckham employed charts and graphs identical to those used in actual conference.

During the meeting, it was announced by Dr. William Cathcart, AACC president, that a tentative publication date of May 1 has been set for the first issue of the association's new journal, "Cereal Science Today."

The New York Section of the AACC will meet again Feb. 14 at the George Washington Hotel. The speaker will be Dr. Daniel Melnick of the Best Foods, Inc., who will discuss "Sorbic Acid as a Fungistatic Agent for Foods with Emphasis on Cakes." Dinner will be served at 6:30 p.m.

Moore - Lowry Flour Mills Co.

Kansas City, Mo.

PRECISION-MILLED FLOURS

Lyon & Greenleaf Co., Inc.

MILLERS OF

High Grade Soft Winter Wheat Flour

Plain and Selfrising

LIGONIER, IND.

NORFOLK, VA.

All Grades

## RYE FLOUR

1000 cwt. Flour—250 cwt. Meal

GLOBE MILLING COMPANY

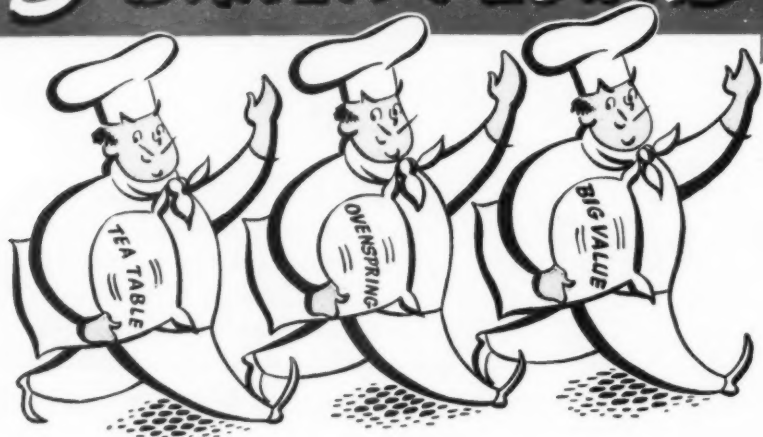
WATERTOWN, WISCONSIN

J. F. IMBS MILLING CO. ST. LOUIS, MO.

Millers of Hard and Soft Wheat Flour

DAILY CAPACITY 4,200 CWT. SACKS

## 3 BAKER FLOURS



## A COMPLETE BULK FLOUR SERVICE FOR THE BAKING INDUSTRY

The Weber Flour Mills Company, in conjunction with Econo-Flo Bulk Flour Service, Inc., now offers the following complete bulk flour service.

- (1) Bulk rail cars are now available for the movement of Weber flours in shuttle service from the Weber mill to bakers.
- (2) Bulk flour terminals are being constructed at strategic points to give faster service and to provide bulk truck delivery in certain metropolitan areas.
- (3) Specially designed trucks for low cost bulk flour hauling are being made available at certain strategic points.
- (4) Econo-Flo Bulk Flour bins and handling equipment with a record of proven success based on actual usage are now available to the baking industry.

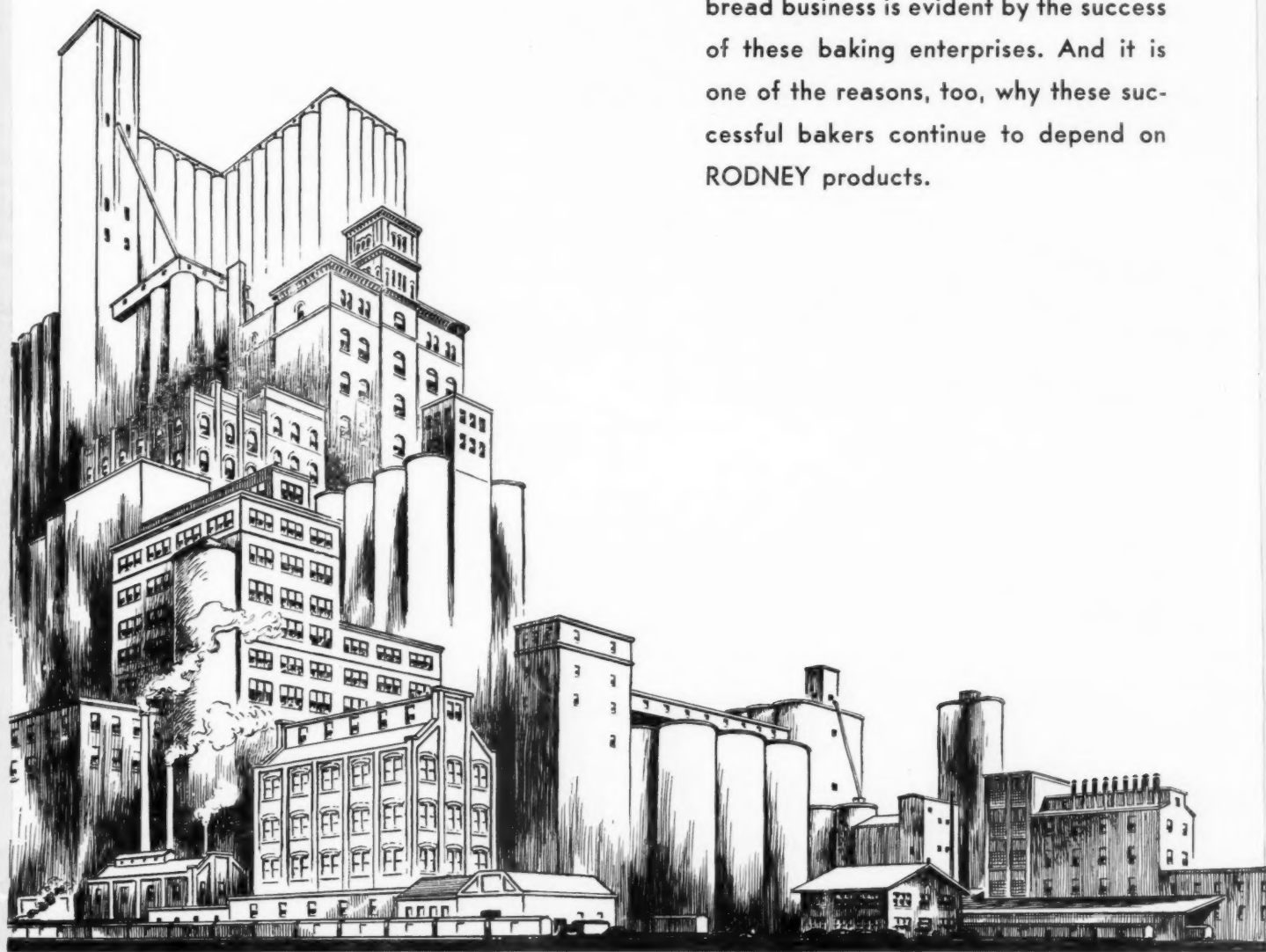
"A real service to the baking industry is our only objective."

THE WEBER FLOUR MILLS CO.  
SALINA, KANSAS





FOR a long time RODNEY has been making flours that have been the foundation of many of the nation's finest and best known loaves. The importance of quality flour in building a better bread business is evident by the success of these baking enterprises. And it is one of the reasons, too, why these successful bakers continue to depend on RODNEY products.



*Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the*  
**RODNEY MILLING COMPANY**

**KANSAS CITY, U. S. A.**

22,000 CWTs. DAILY CAPACITY • 5,750,000 BUSHELS STORAGE

*Four  
separate milling units  
at the same location*

4

**...to serve  
bakers with**

- 1** SPRING AND HARD  
WINTER WHEAT FLOURS
- 2** SOFT WHEAT FLOUR FOR  
CAKES, COOKIES, CRACKERS
- 3** RYE FLOURS
- 4** WHOLE WHEAT FLOURS



*F*ROM the heart of the major producing areas, wheat flows to CHICAGO, the world's largest terminal market. Situated as we are, we can always choose the finest. Such selection allows us to offer a complete line of flours to suit all bakery needs.

**ECKHART MILLING CO.**

CHICAGO, ILLINOIS

*Sales representatives in:* BOSTON, NEW YORK, PHILADELPHIA, BALTIMORE, ATLANTA—GA., AUGUSTA, GA., JACKSONVILLE—FLORIDA, PITTSBURGH, PA., DETROIT, CLEVELAND, COLUMBUS, CINCINNATI, MILWAUKEE, CHICAGO, ST. LOUIS—MISSOURI, NASHVILLE, NEW ORLEANS

# THE BAKE SHOP

## Trouble Shooter

### Doughnuts

I am anxious to get a few pointers on the different types of doughnuts. Is there a formula for a raised cake doughnut? I would appreciate a formula for a glaze that will not become sticky.—W. C., Cal.

To my knowledge there is no formula for a raised cake doughnut. However, the formula given in the Bakeshop Formula Book, Vol. II, called Combination Crullers, is the type that may be said to be between a cake and raised doughnut.

There are really three distinct types of doughnuts:

1. Cake Doughnuts
2. Raised Doughnuts
3. French Doughnuts

As far as I know there is no formula for a glaze that will not become sticky. This is one problem no one has been able to lick as yet. You will note in the glaze formula given in the book that it contains gelatine. Increasing the gelatine somewhat may help to decrease the tendency for the glaze to become sticky.

### Gluten Bread

Do you have any formulas using gluten flour that are sugar free?—E.W., N.Y.

Here are two formulas that do not contain sugar—you may realize that any number of breads can be made with the sugar in the formula eliminated, but for cake and cookie work sugar is essential.

#### GLUTEN BREAD (No. 1)

30 lb. gluten flour  
24 lb. water  
1 lb. salt  
1 lb. yeast  
5 lb. whole eggs

Mix 8 to 10 minutes on high speed. Temperature—80° F. Give 15 minutes fermentation. Run through dough brake 30 to 35 times. Rest 10 min. and then make up. Bake at about 410° F.

#### GLUTEN BREAD (No. 2)

30 lb. gluten flour  
24 lb. water  
1 lb. salt  
1 lb. 12 oz. yeast  
5 lb. whole eggs

Mix dough 10 to 12 minutes on high speed. Dough temperature 82° F. Make up at once. Bake at about 410° F.

### Pound Cake

I am enclosing a pound cake for which I would appreciate a recipe that would help us duplicate this cake in our own shop.—K.H., Del.

Referring to the pound cake you sent me, I am quite sure that either one of the enclosed pound cake formulas will come very close to duplicating it. You will note that in both formulas I stated that either butter or margarine may be used. This, of

course, will depend upon the price charged for the pound cake.

The sample we received could have been baked slightly less as the crust was extremely thick. The flavor of the crust also adversely affected the flavor of the cake.

#### CLOSE GRAINED POUND CAKES

**Cream together until light:**

23 lb. cake flour  
10 lb. shortening  
4 lb. 8 oz. butter or margarine  
1 oz. baking powder

**Add:**

1 lb. water  
3 oz. salt  
Vanilla to suit  
Lemon to suit

**Then beat medium light and add gradually to the creamed mass the following:**

14 lb. whole eggs  
3 lb. yolks  
21 lb. granulated sugar  
1 lb. milk solids (non-fat)

**After the two parts are mixed together, mix in until smooth:**

4 lb. water  
Bake at about 325°-335° F.

**Note:** Be sure to scrape down the bowl and creaming arm several times during the mixing period.

#### GOLDEN POUND CAKES

**Cream together until light:**

10 lb. cake flour  
2 lb. bread flour  
6 lb. butter or margarine  
6 lb. shortening

**Beat up in another bowl until light:**

10 lb. whole eggs  
4 lb. 8 oz. yolks  
3 oz. salt  
14 lb. granulated sugar

Vanilla and lemon to suit

**After this is beaten up, add gradu-**

**ally into the above creamed mixture. Then when they are combined, mix in:**

2 lb. bread flour

**Smooth out the mix with:**

1 lb. 8 oz. liquid milk

Bake at about 325°-335° F.

**Note:** Be sure to scrape down the bowl and creaming arm several times during the mixing period. In case these cakes should peak somewhat, replace part or all of the bread flour with cake flour.

### Retarding Box

I am planning in the near future construction of a walk-in retarding box. I would like to know what temperature is best for this operation. Knowing nothing along these lines I would appreciate all the information that is available.—F.L.M., N.Y.

I have your request for information in regard to a walk-in retarding box. It has been our experience that the temperature of this box should range from about 35° F. to 36° F.

When the dough is put into the retarding box before being made up it is best to cut it into 10 lb. pieces and flatten on a bun pan. By having them thin they will cool rapidly and fermentation will be retarded. These pieces should be covered either with wax paper or greased paper.

If the individual pieces are made up before being put into the retarder it is best to wash them with an egg wash. They may again be washed upon being removed from the retarding box.

A richer dough can stand retarding for a longer period than a lean

dough, however, 60 hours seems to be about the limit. Usually no more than 48 hours is recommended. Care must be taken to use only pans that will not stain the bottom of the rolls, coffee cakes, etc.

—BREAD IS THE STAFF OF LIFE—

### Austin Morton Named By Standard Milling

KANSAS CITY — The election of Austin Morton as vice president in charge of bulk flour sales for the Standard Milling Co. and the retirement of Austin W. Kelly as vice president in charge of eastern bulk flour sales were announced recently by Paul Uhlmann, president of Standard. In addition, Andrew A. Batchelor was named sales manager of the New York bakery flour division. All moves were effective Jan. 1.

Mr. Morton will move his offices to New York immediately in order that he may be better situated to direct the sales of the firm's Buffalo mill. Standard's offices are located at 285 Madison Ave. Mr. Morton has been with Standard since 1951 as bulk flour sales manager with headquarters in Kansas City. Previously he was a sales director for Flour Mills of America. He has been active in flour sales since 1923.

Mr. Kelly is a veteran of 50 years' service for Standard Milling Co. and its predecessors. He originally joined a forerunner of the present organization in 1905 at the age of 19.

Mr. Batchelor has been assistant to Mr. Kelly for the past 10 years. He joined Standard in 1920, becoming traffic manager in the New York office in 1921 and assistant sales manager of the grocery division in 1926.

## Got a Problem?

Use this coupon to tell your troubles to A. J. Vander Voort, nationally known production authority, head of the Dunwoody Baking School, technical editor of The American Baker. He will answer and analyze production problems without cost to you:

(Send samples of baked foods to A. J. Vander Voort, Dunwoody Industrial Institute, Minneapolis.) Address letters to:

**The American Baker, P.O. Box 67, Minneapolis 1, Minnesota**





# Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

**WHAT, NO COFFEE BREAK?** — Employee regulations posted in the employment office of the Wanamaker Department Store in New York City 100 years ago noted the following privileges and requirements:

"The store must be open at 6:30 a.m. and remain open until 9 p.m. the year 'round.

"The store must be swept; counters, base shelves and show cases dusted; lamps trimmed, filled and the chimneys cleaned; pens made; doors and windows opened; a pail of water and a scuttle of coal must be brought in by each clerk before breakfast, if there is time to do so, and attend to customers who call.

"The store must not be open on the Sabbath Day unless absolutely necessary and then only for a few minutes. Any employee who is in the habit of smoking Spanish cigars, getting shaved at the barber shop, going to dances and other places of amusement will most surely give his employer reason to be suspicious of his integrity and all 'round honesty.

"Each employee must pay not less than \$5 per year to the church and must attend Sunday School every Lord's Day.

"Men employees are given an evening a week for courting purposes and two days if they go to prayer meeting regularly.

"After 14 hours of work in the store a day the leisure time must be spent reading good literature."

**NAPOLEONIC BREAD RATION**—Light is thrown on the flour consuming capacity of soldiers in Napoleon's armies by Manuel Komroff in his novel, "Coronet." We learn that a soldier in Napoleon's army which carried out the disastrous campaign in Russia left France carrying, in his haversack, four large biscuits weighing one pound each and a long cloth bag filled with 10 lb. of flour. In addition, he carried a bag slung over his shoulder in which there were two loaves of bread of 3 lb. each.

The maximum lasting power ex-

pected of these rations was four days for the bread, four days for the biscuits and seven days for the flour. Mr. Komroff calculates that the Napoleonic soldier consumed flour at the rate of about one and a third pounds a day, or nearly five 100-lb. sacks a year, compared with the present per capita consumption in the U.S. of about 124 lb.

Napoleon had a special division in his armies made up of millers who took charge of the flour mills wherever the troops happened to be billeted and ground flour until each soldier had his prescribed ration. Where no mills could be found, portable mills carried as part of the military equipment, were brought out; but these were slow. It took 16 men 12 hours of hard work to grind in one of the portables enough flour to last 130 men one day.

**PHEW!**—According to an official of the Saskatchewan Department of Agriculture skunks being picked up by combines and getting into the machines reached the proportions of a problem during harvest in that province this year. The resulting odor could eventually be eradicated from the machine and person of the operator but the deodorizing of the grain and reconditioning for consumption presented a more serious problem that as yet has not been solved.

**ALL ABOUT TRADE ASSOCIATIONS**—A new study of trade and professional associations telling what they are and what they do is contained in a booklet entitled "Modern Day Trade and Professional Associations," published by the National Chamber.

The 43-page booklet outlines the history of associations and lists many specific examples of how they help business in such areas as government relations, education, statistics, advertising and research. Public service activities, such as accident prevention, also are described.

The booklet contains a directory

of the nearly 500 associations affiliated with the National Chamber. Each is a storehouse of information in its specialized field.

Copies may be had from the Trade and Professional Association Department, Chamber of Commerce of the United States, 1615 H St., N.W., Washington 6, D.C. Single copies are 50¢. If ten or more copies are ordered, the price is 25¢ a copy.

*Loston in Devonshire, England, pays its leasehold fee with a loaf of bread in which three arrows, peacock-feathered, are affixed.*

—BREAD IS THE STAFF OF LIFE—

## Six in AIB Class Win Scholarships

CHICAGO — Six students in Class 69 at the American Institute of Baking are attending with the aid of scholarship grants. In addition to Jay Saddington of Philadelphia, Penn., who was awarded the AIB Alumni Assn. scholarship, they are:

Charles Michlowitz, Bronx, New York—Joe Lowe Foundation Scholarship;

Constantinos L. Philips, Arlington, Massachusetts — Standard Brands Scholarship;

Kenneth C. Seats, Oklahoma City, Okla.—C. A. Swanson Sons Scholarship;

Edward Smith, Pittsburgh, Penn.—Doughnut Corporation of America Scholarship;

A. James Weatherly, Rockford, Ill.—Ekco Foundation Scholarship.

Allied concerns that sponsor AIB students donate funds for tuition and an allowance toward living expenses. Scholarship recipients are selected by the institute's scholarship award committee, which reviews all applications made directly to the school.

Class 69 in Baking Science and Technology began Jan. 30 and will be graduated on June 15.

—BREAD IS THE STAFF OF LIFE—

## Purchasing Agent

MINNEAPOLIS — The appointment of James J. Lynch as purchasing agent of the Rap-in-Wax Paper Co. has been announced by W. E. Zimmermann, executive vice president of the Minneapolis firm. Mr. Lynch has already assumed the new position at Rap-in-Wax, which is a leading national supplier of flexible packaging material for industry.

Born in Minneapolis, Mr. Lynch attended Duluth Junior College and the University of Minnesota School of Business Administration. Leaving college, he joined the Northwestern Bell Telephone Co., where he spent two years before joining Rap-in-Wax in 1943.

During his 13 years with Rap-in-Wax, Mr. Lynch was traffic manager, and most recently assistant purchasing agent. Mr. Lynch, his wife and two sons, Charles and John, reside in St. Louis Park, Minn., a Minneapolis suburb.

## FORMULAS

(Continued from page 19)

This flavor may be purchased from your supply house.

Some bakers will make custard angel food by adding 8 oz. custard cream to a regular 1 qt. (egg white) formula. It is best to use 12 oz. flour and 1 lb. 12 oz. sugar in the mix when using this procedure.

### MAPLE SYRUP ANGEL FOOD

Beat together on medium speed:

- 4 lb. egg whites
- 1 oz. salt
- 1 oz. cream of tartar

Add gradually:

- 1 lb. 8 oz. pure maple syrup

Sift together and fold in carefully:

- 2 lb. 8 oz. granulated sugar
- 1 lb. 8 oz. good cake flour

Deposit into pans of desired size and bake at about 340 to 350° F.

After baking and when cooled, cover the cakes with the following icing.

### Honey Maple Icing

Dissolve and place in a cake machine bowl:

- 2 oz. gelatine
- 1 lb. 4 oz. hot water (160° F.)

Add and beat up:

- 5 lb. powdered sugar
- ¾ oz. salt

When about half beaten up, add and beat until stiff:

- 1 lb. 12 oz. honey

Then add:

- Maple flavor to suit

As soon as the cakes are iced, sprinkle the top edge of the cakes with fine grated sweet chocolate.

### DELIGHT ANGEL FOOD ROLLS

Beat together on medium speed:

- 4 lb. 4 oz. egg whites
- ¾ oz. salt
- ¾ oz. cream of tartar

Add gradually:

- 2 lb. 4 oz. granulated sugar

Add:

- Vanilla to suit
- Almond to suit

Sift together and mix in carefully:

- 1 lb. 8 oz. good cake flour
- 1 lb. 12 oz. powdered sugar

Scale 2 lb. 8 oz. per sheet pan.

Bake at about 350° F.

Do not over bake.

Allow to cool and then fill with either a white butter cream filled with chopped cherries or a chocolate butter cream. Roll up and allow to set.

### White Butter Cream

Mix together:

- 1 lb. egg whites
- 5 lb. powdered sugar

Add and beat until fluffy:

- 2 lb. butter
- 2 lb. emulsifying type shortening
- ½ oz. salt
- Vanilla to suit.

For the chocolate butter cream add about 8 to 12 oz. melted bitter chocolate.

**Note:** Cut the rolls into pieces of desired size, usually about 6 cuts are made. Ice the tops as desired.

### DAFFODIL ANGEL FOOD CAKES

Place in a machine kettle and beat on medium speed:

- 4 lb. egg whites
- 1 oz. salt
- 1 oz. cream of tartar

Add gradually:

- 2 lb. granulated sugar

When the mixture holds a crease, add:

- Vanilla to suit

Then sift together, at least three



**Ekco-ALCOA'S NEW PLANT**—Shown above is the new plant now under construction for Ekco-Alcoa Containers, Inc., recently organized by the Aluminum Co. of America and Ekco Products Co. of Chicago to make aluminum foil containers for a wide variety of products, particularly in the baking, frozen foods, and dairy industries. The new plant near Wheeling, Ill., will cost \$5,000,000. It is a one-story plant with two-story office, the total space aggregating 165,000 sq. ft. The construction is reinforced concrete with an aluminum sheet exterior. Office and a portion of the plant will be air-conditioned.

times, and fold in carefully, either by hand or machine:

2 lb. granulated sugar  
1 lb. 8 oz. good cake flour  
Divide the above in two equal parts, placing each in a separate bowl.  
Then add and mix in the following batter to one part of the above.

#### Yellow Batter

##### Beat until light:

1 lb. 8 oz. egg yolks  
4 oz. sugar  
½ oz. salt  
1 oz. grated lemon peel

##### Then fold in carefully:

4 oz. good cake flour  
Deposit the white and yellow mixtures alternately into the pans in order to produce a "marble effect."  
Bake the cakes at about 340 to 350° F.

After the cakes are baked and cooled, ice them with the following icing.

#### Lemon Icing

Mix together until smooth and light:

10 lb. powdered sugar  
2 lb. shortening  
1 lb. butter  
½ oz. salt  
1 lb. 4 oz. water  
8-10 oz. fine ground whole lemons  
6 oz. egg yolks

Note: If the icing is too stiff, thin it down with simple syrup.

#### CHOCOLATE MACAROON ANGEL CUPS

Beat until it starts to foam (about 1 min.):

2 lb. 6 oz. egg whites  
½ oz. salt

##### Add:

¼ oz. cream of tartar

When half beaten add, continue beating to a wet peak:

1 lb. 12 oz. sugar

##### Add:

Vanilla to suit

Sift together and add cocoanut. Mix together well. Fold this in by hand. Be careful not to overmix.

4 oz. cake flour  
4½ oz. cocoa  
2 lb. 4 oz. sugar  
2 lb. 5 oz. macaroon coconut

Deposit about 1¼ oz. in paper cups.

Bake at about 360° F.  
When baked and cool, finish with crossed double lines of white icing.

#### MACAROON COCONUT ANGEL CUPS

##### Beat to a wet peak:

2 lb. egg whites  
1 lb. 8 oz. sugar  
½ oz. salt

Custard flavor and color to suit.  
Next fold in carefully but thoroughly:

2 lb. 4 oz. macaroon coconut  
2 lb. granulated sugar  
4 oz. bread flour

Fill in paper lined cups, about ¾ full.

Bake at about 370° F.  
When baked and cool, finish with crossed double lines of chocolate icing.

—BREAD IS THE STAFF OF LIFE—

## James Lasater Named To Wilson Sales Post

CHICAGO — James Lasater has been appointed assistant manager of the bakery sales division of Wilson & Co. He succeeds Oliver Gilliam who moved up to manager.

Mr. Lasater started with Wilson in the canned meats sales promotion department in 1950. He managed the premium department in 1952, and moved to advertising as a product manager in 1953.

## Arthur C. Ebinger Elected President of New York Bakers Club

NEW YORK—Arthur C. Ebinger, president of the Ebinger Baking Co., Brooklyn, was elected president of the Bakers Club, Inc., at the annual luncheon and meeting of the group held at the Hotel Belmont Plaza Jan. 25. Mr. Ebinger succeeds the retiring president, Arthur W. Drake.

Ellsworth L. Timberman, Continental Baking Co., was named first vice president; J. Paul Bryant, Standard Brands, Inc., second vice president, and Ernest B. Keirstead of Hartford, Conn., was reelected treasurer. Frank A. Lyon, New York, was reappointed secretary of the club.

Directors elected for a three-year term to replace those whose terms expired in January are: R. E. Duvernoy, Duvernoy & Sons, Inc.; Raymond F. Kiltzau; M. Messing, Messing Bakeries, Inc.; W. A. Sands, Jr., Scribner and Miller; R. S. Swanson, S. B. Thomas, Inc.; H. Waitzman, American Bakeries Co.; Fred Weberpals, H. C. Bohack Co., Inc., and Mr. Ebinger.

Reelected for another term on the membership committee were: H. W. Green, Standard Brands, Inc.; A. G. Hessel, Continental Baking Co., and C. W. Webster, Bakers Review.

Walter J. Stockman of Raymond F. Kiltzau, acting as chairman in the absence of Mr. Drake, expressed his thanks and appreciation to the officers, committee members and the entire membership for their help and cooperation during the past year. A letter from Mr. Drake was read, regretting his inability to be present and thanking the entire membership for its support during his term in office.

Mr. Ebinger, newly elected president, expressed deep appreciation for the honor bestowed on him, and declared that he would do "everything within my power to make this a most successful year."

A special table was set for members of the "Quarter Century Club," now consisting of 57 club members. Eight new members were added to the group at this meeting. They are: Paul Chapman, Hugo F. Jaburg, Arthur C. Ebinger, Daniel A. Loewen, Wayne G. Martin, Jr., William E. Derrick, Emery J. Santo and Robert W. Brooks.

Elected members of the club at this meeting were: John E. Guyette, Western Condensing Co., New York; Frank X. Fischer, Fischer Baking Co., Newark, N.J.; Winfield L. Hunt, the Pure Gluten Food Co., New York; Phil Katz, International Foodcraft Corp., Brooklyn; H. H. Ferrell, International Milling Co., New York; W. T. Mulroy, Flour Mills of America, Inc., Kansas City, and J. Robert Oakley, Wallerstein Co., Inc., New York.

—BREAD IS THE STAFF OF LIFE—

## Old Nabisco Plant Sold to Hotel Chain

NIAGARA FALLS, N.Y.—The Buffalo Ave. plant of the National Biscuit Co. has been sold to an eastern hotel chain and will be demolished. At one time one of the largest of its type in the nation, the plant became well-known because a picture of the structure and Niagara Falls appeared on Shredded Wheat boxes.

Nabisco abandoned the plant last year, moving its operations to the Erie Ave. plant.

## DO YOU KNOW . . . ?



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 40 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. The average loaf of white bread contains from 32 to 33% moisture.

2. The pH of a good cake flour is around 5.40 to 5.80.

3. Honey and invert syrup both contain about 40% moisture.

4. A corn starch wash is often used by bakers to produce a gloss on rye bread and plain rolls.

5. To prevent raisins on the top of cookies from becoming quite hard and dry during baking, they should be soaked in vegetable oil and drained thoroughly before they are used.

6. Dry rendered lard has a more pronounced lard flavor and odor than either open kettle rendered or prime steam rendered lard.

7. Almond and coconut macaroons should be baked on paper and usually on double pans.

8. In some bake shops, excellent bread is being produced that has been proofed at 104 and 105° F.

9. It is not necessary to make any changes in the formulas for cakes when changing from shell eggs to frozen eggs.

10. Too lean a formula is a possible cause for high fat absorption in cake doughnuts.

11. A small amount of pectin is sometimes added with the sugar in order to give whipped cream a firmer body.

12. The proper preparation and manufacture of candied lemon or orange peel, to be used in baked foods, is a simple process.

13. Small blisters on timbale shells are due to the batter being under beaten.

14. To prevent mold development in the proof box, it should be scrubbed

at least once a week with a sodium hypochlorite solution.

15. The object in having small holes in the bottom of pie plates for making oven filled pies, is to eliminate blisters or raising of the crust through the filling.

16. All of the white flour that can be milled from the wheat berry during the milling process is called a "straight" flour.

17. Baking powder is not used in making angel food cakes.

18. A nice glaze can be obtained on the top crust of bread by using high pressure steam in the oven during the early part of the baking period.

19. White spots on the top crust of pound cakes may be due to a lack of salt in the formula.

20. It is impossible to eliminate the white ring around the center of the outside crust of yeast raised doughnuts.

#### NAMES AD AGENCY

MINNEAPOLIS — Announcement of the appointment of the Twin Cities office of Batten, Barton, Durstine & Osborn as its advertising Agency has been made by the Rap-in-Wax Paper Co. The appointment, which was effective Jan. 1, was made by Kent D. Dixon, marketing manager of Rap-in-Wax. A manufacturer of Rap-in-Wax waxed paper consumer products and flexible packaging items of an industrial nature, the company merchandises throughout the country. Mr. Dixon said the new plans will point to an expanding advertising and merchandising program in 1956.



VARIETY OF TOPPINGS—A variety of toppings makes baked products easier to sell, it was emphasized at a recent meeting of the Northwestern Production Men's Club in Minneapolis. A large display of products, part of which is shown here, was prepared for the meeting by technical servicemen at Pillsbury Mills, Inc. Rudy Harder, Dunwoody School of Baking, Minneapolis, is shown holding one of the items. He moderated the toppings discussion. Main speaker was William Ogilvy (center), research and test baker at Pillsbury, and assisting in preparing the display was Vince Williams, technical service representative of Pillsbury, shown at the right.



## ANSWERS TO "DO YOU KNOW?"

Questions on Page 39

1. **False.** It will contain about 36-37% moisture. According to government standards it may not contain over 38% moisture.

2. **False.** The pH of a good cake flour is around 4.90 to 5.20.

3. **False.** They both contain about 20% moisture.

4. **True.** This wash is made by bringing to a good boil: 2 qt. of water, 5 oz. corn starch and ½ oz. of salt. This wash can be used either hot or cold. It should be brushed on the products as soon as they come out of the oven. Some bakers also wash these products before they are placed in the oven and again when they are removed from the oven.

5. **True.** Using some steam in the oven during the baking period also helps to keep the raisins from becoming hard and dry.

6. **False.** Open kettle-rendered lard carries the most pronounced flavor and odor. It is preferred by a good many bakers for bread baking due to these characteristics.

7. **True.** This procedure is used in order to produce a soft bottom. Macaroons should be soft and chewy and when baked directly on the pans these results are usually not obtained.

8. **True.** As a general rule, bread is proofed at a temperature of about 95° F. to 100° F. with a relative humidity of about 80 to 85%.

9. **True.** However, the frozen eggs should be thawed out carefully. They should then be stirred thoroughly and warmed up to about 60-65° F. before they are added to the cake batters.

10. **False.** When a formula is too rich, high fat absorption by the doughnuts will result. Other possible causes for high fat absorption are: (1) Frying temperature too low, (2) using too high a yolk content, (3) insufficient mixing, (4) flour is too soft, (5) frying fat is broken down, (6) too much leavening used in the formula, (7) leavening acts too fast, (8) the sugar granules are too large.

11. **True.** The proper amount to use cannot be given due to pectin varying in strength. When too much pectin is used the whipped cream will be too firm and have a rubbery texture.

12. **False.** The process is quite complicated. Very few bakers prepare their own candied peels as it is more economical and satisfactory to purchase them from manufacturers who have the facilities to produce them uniformly.

13. **False.** These blisters are due to incorporating air into the batter while mixing or stirring it. The mixing should be done slowly and carefully in order to eliminate the possibility of incorporating air into the batter.

14. **True.** The solution should be used according to the directions furnished by the manufacturer. The proper placing of ultra-violet lamps in the proof box will also be an excellent protection against mold development.

15. **True.** The holes in the bottom of the plates will eliminate the possibility of air being trapped between the crust and the pan. When air is trapped between the crust and the pan, it will expand due to the heat, forcing the crust up through the fill-

ing causing the blisters, which spoil the appearance of the pies. These blisters will often recede causing hollow spots in the top of the pies. The crust is also apt to be soggy and doughy.

16. **True.** This "straight" flour will generally represent about 70-72% of the wheat berry.

17. **False.** While angel food cake formulas do not call for baking powder, some bakers using depositing machines will use about ¼ oz. per quart of egg whites. This is done in order to counteract the punishing effect of machines. Sometimes a small amount of water is added to the formula in order to produce a more moist and tender cake. The addition of a small amount of baking powder will help keep up the volume of the cakes.

18. **False.** A low pressure steam should be used as this type of steam will be moist while high pressure steam is dry. The pressure at the oven should be less than 15 lb. per square inch.

19. **True.** They may also be due to, (1) the sugar used being too coarse, (2) improper mixing procedure, (3) crusting or drying of the top crust before the cakes are placed in the oven, (4) low moisture content in the formula, (5) too much steam in the oven.

20. **False.** This white ring can be eliminated by frying the doughnuts completely submerged in the frying fat. This can be done by placing a screen over the doughnuts in the fat. Arrangements should be made so that the weight of the screen does not rest on the doughnuts. It will be found that the volume of the doughnuts will be slightly decreased when this procedure is used.

## RADIATION

(Continued from page 20)

The low dose also means low radiation costs. Using current electron economics, such doses can be delivered at .04¢ per pound (This assumes the cost of two million rep is 8¢ per pound; the latter assumption holds for very large volume processing rates); five years from now they should cost, perhaps, one-tenth as much. However, even if prevailing electron beam costs were to be acceptable, the available machines would still be unsuited for these processes. Their beams have poor penetration properties (less than one inch) and are confined to a small area. Therefore, to treat commercial volumes, thin layers of the target food would have to be conveyed past the beam at tremendous speeds.

### Industrial Operations

Encouraged by the prospects in the field of low-dose treatment, the American Machine & Foundry Co., assisted by Radiation Applications, Inc., has started a systematic attack on the various problems in order to convert the research results into practicable industrial operations. The problems include: (1) the effects of handling during and after irradiation process, (2) the cost and availability of adequate radiation sources, (3) the determination of the optimum point of application between the farmer and the consumer, (4) the development of equipment to do the job, (5) the marketing and distribution of equipment and services, (6) the attitude of the Food and Drug Administration and (7) public acceptance of the product.

The experimental data on radia-

tion processing of food were usually obtained under controlled laboratory conditions. No work was done on how the irradiated products were affected by subsequent handling, packaging, shipping or by the manner in which they were stored and sold. Some of these effects, for example the bruising of potatoes, are potentially important. Experiments under common commercial conditions are now planned.

Work is proceeding in connection with the comparative cost studies of isotope, fission product and machine sources. Developments in the fusion field are under surveillance since the displacement of fission reactors by fusion reactors may drastically affect the future supply of radioactive sources. Also, the overall federal policy toward isotope production and distribution is under discussion with the AEC.

### Point of Application

The optimum point of application is another subject of careful analysis. In the grain industry, radiation may be applied at any point from the harvester to the terminal processor. Due to the speed with which infestation damage occurs, it would appear at first glance that the most good can be done by irradiation at harvest. However, the lots to be treated are uneconomically small and the local conditions are conducive to re-infestation. Consequently, the terminal elevator is probably the best point for treatment.

In the case of potatoes, selection of the point of radiation application is not critical. Sprouting does not proceed as rapidly as insect infestation in grain. Also, once subjected to radiation, potatoes do not regain their ability to germinate and sprout. Consequently, a mobile field irradiator traveling from farm to farm with the harvest equipment may prove as feasible as a central radiation facility at a main storage point.

The lack of specific food and drug standards regarding the acceptability of irradiated foods has been a major obstacle. This situation is partially responsible for the public controversy regarding the acceptability of irradiated foods. On the other hand, the failure of the responsible agencies to give this matter immediate and realistic appraisal is at least partially due to pressure from several segments of the public. All in all, the Food and Drug Administration faces a thankless task, but face it, it must! A protocol for the clearance of irradiated foods must be established. The clearance procedure must be scientifically sound so as to enjoy the confidence of the professional man and the layman. In addition, after the first few radiation processes have cleared, radiation processing as such should no longer be handicapped. That is, FDA should be no more stringent toward a new radiation process than toward a new chemical food processing method.

Even if all these problems are solved, there is always customer acceptance to be reckoned with. This is a problem which we can at present only guess at. My personal opinion is that a well-educated public will not prove unreasonable in the face of overwhelming scientific evidence, especially when the net effect to society is so beneficial.

As for the food processor, he has proved to be well aware of the developments and has been very cooperative in assisting them further. He also will probably yield to the new techniques once they prove them-



Charles R. Murphy

**APPOINTED**—J. Paul Bryant, vice president, Fleischmann division, Standard Brands, Inc., New York, has announced the appointment of Charles R. Murphy, former account executive with the Town Advertising Agency, Philadelphia, as manager of the Fleischmann sales promotion and advertising department. He will succeed C. E. Ehrenberger, who will assume the position of operating manager, with responsibilities for all non-sales functions, except accounting, of the Fleischmann and grocery divisions. As a former bulk flour sales representative for General Mills, Inc., and as a specialist on bakery accounts for the Town Agency, Mr. Murphy has a practical background in both bakery sales management and merchandising, and is "well qualified to carry on the Fleischmann sales promotion department's tradition of service to the baker," Mr. Bryant said.

selves to be technically and economically sound.

In spite of the problems, no obstacle I have listed, be it scientific, nutritional, toxicological, economic, technological or governmental, is insuperable; and for many of them the solution is in sight. Indeed, the future for both irradiated grains and potatoes looks good. I am convinced that pilot plant irradiators will be in operation within two years. Processing on a commercial scale is probably five years off.

### In summary:

1. Practical permanent preservation for civilian markets by radiation is not very promising. However, meat may be a major exception.

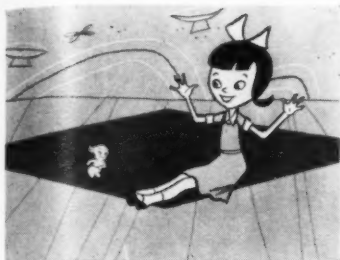
2. Permanent preservation of food by radiation for the military establishment may be feasible.

3. Low dose applications for limited increase in storage life are very promising. Grain and potatoes probably will be the first radiation processed foods to be marketed.

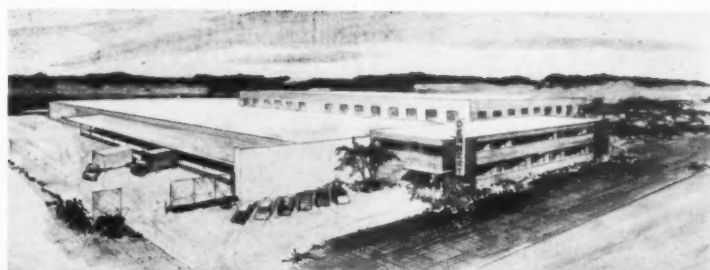
One final note of caution—radiation processing is not the only technique to come on the horizon in recent years. The use of antibiotics, dehydrofreezing and new methods of canning have been proposed. These may prove very effective competition against most of the high dose applications, and some of the low dose ones, also.

The FDA has just cleared the antibiotic treatment of eviscerated poultry; this should increase the shelf-life from seven to 14 days. Several other similar applications are in the offing.





**FILM HEROINE** — Pictured above listening to one of the B vitamins tell why he is necessary to keep bodies healthy is the heroine of the three new educational films now being distributed to television stations by the Bakers of America Program, Chicago. Each of the films is entitled "Food Sense—Not Nonsense" and is devoted to the importance of riboflavin, niacin and thiamine in the diet.

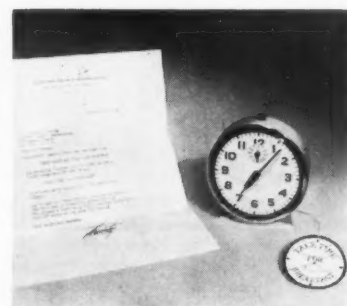


**NEW DENBERRY PLANT**—Construction is now under way for the new factory-office building of Charles Denberry, Inc., New Orleans bakery supply firm. It will be located in the outskirts of New Orleans on a three acre site. The new address is 698 St. George Ave. It will be a modern reinforced concrete structure with emphasis in design on sanitation, smooth flow of materials and efficient handling. It features an auditorium, model bakery, research and quality control laboratories. The building will occupy a total of 90,000 sq. ft. and there is provided adequate truck and car loading facilities, employee and customer parking areas. The newest in food processing equipment will be installed throughout. Completion of the project is expected by the fall of 1956. The company has branches at Dallas and Houston, Texas. The architect's sketch of the new Denberry plant shows the officers in the section right of center, front.



**PILLSBURY SECOND PRIZE**—Shown above is the "Regency Ribbon Cake"—the special occasion cake made of four layers of alternating chocolate and yellow that won the \$7,500 second prize in Pillsbury Mills' seventh Grand National baking contest. The formula was developed by Pillsbury's bakery technical service personnel. Copies of the formula and point-of-sale display material can be obtained from the company's sales representatives. Mrs. Claude E. Hughes of Orange, Virginia, was the second prize winner in the recent Pillsbury Bake-Off at the Waldorf-Astoria Hotel in New York. This prize-winning cake, which has received wide radio, newspaper and television publicity as a result of the Bake-Off, can make an outstanding specialty item for bakers, the company feels. One of the distinctive features of this cake is the design of sliced brazil nuts on the frosting.

**BELL RINGER TIE-IN**—Highlighting the importance of the American Bakers Assn. "Good Breakfast Means Good Morning" program, the Fleischmann division of Standard Brands, Inc., is supplying its representatives with an alarm clock. The clock symbolizes Fleischmann's tie-in theme, "Take Time for Breakfast." A letter from M. G. Rhodes, vice president and sales manager of Fleischmann, will accompany each clock. Fleischmann representatives will soon carry to bakers a comprehensive merchandising plan offering an easy-to-follow program for bakers who wish to promote the Good Breakfast program locally.



**SPECIALTY BAKED FOODS**—The entire line of Nordmann's specialty bread products is now packaged in foil carton overwraps designed, manufactured and gravure-printed by the Shellmar-Betner flexible packaging division of Continental Can Co. Since switching to these wraps, sales of the products have increased over 200% and retail stores now display them in areas near the checkout counter where turnover is greatest, the company says. The line includes a date nut loaf, brown bread, pumpernickel, rye, and honey whole rye, all baked by Nordmann's Bakery, Cincinnati, Ohio and distributed throughout the U.S. and by export to South Africa.

**NEW HEADQUARTERS** — Pictured above is the new building now under construction on Park Ave., from 55th to 56th Sts., New York City, into which National Biscuit Co. plans to move its general offices shortly after the first of next year. George H. Coppers, Nabisco president, announced the signing of leases on Jan. 19, involving a total rent of over \$20 million, covering about 160,000 sq. ft. for a 25-year period. Mr. Coppers said that all of the company's general offices at West 14th St., near Nabisco's present New York bakeries, will move to the new building. Signing of the leases was said to have closed an epoch in the life of the 58-year-old baking firm. A new bakery is currently under construction at Fair Lawn, N.J., a few miles from New York City.



## Bakery Merchandising



**SURPRISE FOR THE EASTER BASKET**—Caroline Covell demonstrates the appeal of the musical carousel which features this year's Cake Easter Egg promotion by Russell-Miller Milling Co., Minneapolis. The 30-inch high carousel can also be used throughout the year for other seasonal promotions by replacing the Cake Easter Eggs with baked foods appropriate to other holidays. The carousel is available with Russell-Miller's brand of cake flour.

## Musical Carousel Features 1956 Russell-Miller Easter Promotion

MINNEAPOLIS—Color, animation and music are combined for the first time this spring in Russell-Miller Milling Co.'s annual Cake Easter Egg promotion kit.

Baking industry merchandising experts who have taken an advance peek at the complete holiday promotion package estimate that Cake Easter Egg profits and sales this year are likely to exceed anything bakers have experienced in the seven-year history of the program, the company says.

Feature of the elaborate store interior and window display kit is a colorful, 30-in. high electrically-operated carousel that carries dozens of eggs around as it revolves. Music boxes imported from Switzerland hidden inside the carousel add a new touch of holiday gaiety.

The carousel is available with Russell-Miller's "American Beauty" cake flour. It can be adapted for use at other times of the year, according to Frank Morris, vice president of Russell-Miller's bakery flour division, simply by replacing the Cake Easter Eggs with baked foods appropriate to other holidays.

Mr. Morris said advance orders for this year's display are already running well ahead of 1955, when bakers set a new record in ordering the company's revolving ferris wheel.

Bakers who order cake flour from Russell-Miller will receive, at no extra cost, this Cake Easter Egg promotion kit which includes: a revolving carousel, complete with motor and music box, window and counter cards, six bright pennants, window

display poster, cake decorating sheets, and the complete tested formula for baking Cake Easter Eggs.

Russell-Miller also has available, at cost, brightly-colored Easter baskets and shredded cellophane to hold both large and small cake eggs, and aluminum molds for baking.

Mr. Morris expects the novelty attraction of the musical carousel as a window display to stop passersby, and "draw customers into bakeries more effectively than any other holiday promotion ever offered." Information on the Cake Easter Eggs can be obtained from any Russell-Miller salesman, or by writing directly to Russell-Miller Milling Co., Minneapolis 15, Minn.

—BREAD IS THE STAFF OF LIFE—

## Brolite Co. Adds Two Sales Representatives

CHICAGO—The Brolite Co., manufacturers of bakery ingredients, has appointed Thomas E. Griffin and George A. Menard as sales-service representatives, according to W. E. Dawson, general sales manager.

Mr. Griffin has been assigned to the Atlanta office to cover North and South Carolina. Formerly a superintendent for several large bakeries in the Southeast, he resides in Charlotte, N.C.

Mr. Menard, working out of the Chicago office, was formerly employed by several large chain bakeries, his background including wholesale, retail and cake bakery operations. He lives in Grand Rapids, Mich.

## Planning for Sandwich Month Under Way; Recipe Contest Will Pick Best August Meal

NEW YORK CITY — A national contest to determine America's best, new sandwich meals for August—National Sandwich Month—was announced Jan. 31 at the Gotham Hotel. The National Restaurant Assn. joins the Wheat Flour Institute in planning the search for new sandwich ideas.

Recipes will be submitted by restaurant cooks and chefs across the country. Eliminations will be undertaken by the hotel and restaurant school of Michigan State University, East Lansing.

### Distinguished Panel

Final selection of winning sandwiches will be made by a panel of distinguished food editors and writers in midsummer in New York. Panel members include Edith Barber, food editor, General Features Syndicate; James Beard, nationally known epicure and cookbook author; Esther Foley, home service director, Macfadden Publications; Mrs. Glenna McGinnis, food editor, Woman's Day, and Mrs. Sylvia Schur, food editor, Woman's Home Companion.

Appropriate awards will be made to restaurant industry winners. The selection of prize-winning recipes will be released to homemakers through regular news channels. A leaflet containing the winning recipes will be published for circulation in groceries and supermarkets. Additional details of the Sandwich Month contest will be released as soon as possible.

Sponsors of Sandwich Month, the nation's top food campaign, are winding up to outdo themselves in the annual drive behind quick, easy, complete sandwich meals. Industries and companies backing "August-is-Sandwich-Time" will be shooting high, according to the Wheat Flour Institute, coordinating agent of the multi-million dollar project. Year after year, by all yardsticks, the campaign has broken every record in the food trades. A number of new 1956 developments were disclosed at the meetings.

### Major Food Groups Join

On the heels of the contest announcement came word that the American Meat Institute and the American Dairy Assn. will again join the Sandwich Month campaign. The American Meat Institute plans to dovetail the promotion of hot dogs, sausages and cold cuts with the August event—distributing kits containing full-color, point-of-sale materials to more than 12,000 stores. The American Dairy Assn. finds sandwich meals an outlet for butter, cheeses and fluid milk.

The participant sponsorship of the two trade groups well illustrates how National Sandwich Month draws its strength, the institute points out.

More an idea in food than a type of meal, more a combination than any single type of edible product, sandwiches are the nation's most popular food. More than 90 million sandwiches are eaten every day with peak consumption in August. Sand-

wiches call for innumerable combinations of soups, salads, fillings, spreads, condiments, flavors, sauces, beverages and desserts.

More than 300 trade groups and companies joined the 1955 campaign as participant sponsors. These included such leading brand names as Armour, Kraft, Heinz, Campbell, Carnation, Swift, Pabst, Anheuser-Busch, Coca-Cola, Underwood, General Foods, Lever Bros., Hormel, Pepsi-Cola, and many others. Bakers everywhere followed through to cash in on the related item merchandising potential. Restaurants and restaurant groups, representing the expenditure of 25% of every food dollar, featured sandwich meals.

### A Grocery-Supermarket Record

The 1955 campaign established a new high for store participation. Based solely on the purchase of merchandising material or the use of newspaper space, more than 16,640 grocery and supermarket units participated in the August drive. Additional tie-ins, through coverage by participant sponsors and chain, co-operative and voluntary chain groups, would swell this authenticated figure several times. The Campbell Soup Co., for example, carried a "soup-n-sandwich" promotional packet to as many as 40,000 stores.

The Advertising Checking Bureau returned 1,207 grocery or chain store newspaper tear-sheets of Sandwich Month advertising. Names included Safeway, Kroger, A&P, Jewel, Loblaw, IGA, American, First National and many others.

Because sandwich meals are quick, easy and popular, they find ready



## HOT CROSS BUNS

They're delicious with honey.  
They're delightful with coffee,  
especially when you serve them **HOT**!

\*Place buns in covered casserole. Put in oven for 15 minutes at 350° F.  
GOOD BREAKFAST MEANS GOOD MORNING

**POSTER**—Pictured above is the hot cross bun poster, the makers of Fleischmann's yeast are distributing to the nation's bakers for use during the Lenten season (Feb. 15-April 1). The luscious, sales-appealing display of buns (15 in. by 2 in. in size) was shot by deVea, one of the country's foremost photographers, and is in beautiful full color.



favor with the food editors and writers of magazines, newspapers, radio and television. New sandwich ideas are vividly sought by readers and listeners. Sandwich meals offer endless variety with "something new." There is no necessity of mentioning brand names to commercialize the copy. Accordingly, sandwich meals have broken records for editorial support.

National magazines with 55 million circulation brought the quick-and-easy story of sandwich meals into every home in the nation. The editors of Sunday newspaper supplements added another 25 million circulation to the hunger-provoking sandwich story. Many of these features showed sandwiches in full color.

An actual count of newspaper clippings for National Sandwich Month for 1955 showed that support in this quarter had more than doubled. More than two column-inch miles of clippings were measured—a total of 141,477. Agate lines tallied 1,980,687. These clippings were returned by only one agency and may be regarded as only one fourth to one third of the actual coverage.

Cards returned from radio and television broadcasters showed a similar jump upward in treatment of the sandwich story.

National magazines, network radio and television, newspapers and newspaper supplements all found new revenue in paid time and space for the sandwich story. The millions of dollars spent in point-of-sale materials and for store advertising are an index to the larger budget apportioned to brand-name advertising in all media. The idea of a mealtime setting for a product-in-use grows in popularity with each sandwich campaign.

The U.S. Department of Agriculture yearly endorses the drive. Secretary Ezra Taft Benson sees in the campaign a double service, both to consumers and producers of food-stuffs—especially those farm commodities in plentiful supply. The USDA's food marketing staff every year works in the drive.

Details of the 1956 National Sandwich Month may be obtained from the Wheat Flour Institute, Coordinator, 309 West Jackson Blvd., Chicago 6.

—BREAD IS THE STAFF OF LIFE—

## Gumpert Introduces Low-Calorie Cake

A new "Low-Calorie" cake, with less than half the calories of regular cake, has been developed and introduced by S. Gumpert Co., Jersey City, N. J.

The cake is the product of over two-and-a-half years of thorough, painstaking research it is announced. This low-calorie cake is an iced cake that should be good news to calorie counters and bakeries.

"Calorie-conscious customers will be eager to buy and try this delicious low-calorie cake that gives them a chance to eat what they like and watch their calories, too. Bakers will be gaining new customers and winning back customers who decided to give up cake because they felt it was too fattening," Gumpert says.

Gumpert's new low-calorie cake base and cake icing, when made up in a 7-inch, two-layer cake, has 1,968 less calories than a similar-sized iced cake, according to figures tested and approved by a leading nationally-known food testing laboratory, the company says.

The 7-in. two-layer cake, with 16

oz. of batter plus 4 oz. of icing, can be produced for about 34¢. A 6-in. two-layer cake can be made for about 25¢.

This size is expected to be an especially good seller and quick turnover item because it can be consumed at one meal.

A complete line of merchandising aids is available for the Low-Calorie Cake. These include bulletins, streamers, ad mats, and spot radio commercials.

—BREAD IS THE STAFF OF LIFE—

## Chain Supermarkets Account for 90% Of Food Business

NEW YORK—The annual total of food chains with two or more stores, just completed by Chain Store Age in its 1956 Directory of Supermarkets and Chains, shows a total of 27,393 retail units, of which 19,308 are supermarkets.

Some 1,800 new chain supermarkets were built during the past year, of which more than 1,300 replaced smaller units or obsolete supers. The net increase in chain supermarkets over 1954 was 479.

The total number of food chain stores has decreased steadily since the early '30s, but the total business done by the 3,318 food chains listed in the 1956 directory has increased, as has the number of supermarkets.

In 1955, food chains did over \$18 billions in sales, 90% of which was accounted for by the 19,308 chain-operated supermarkets.

One big change reported in the annual survey was the addition of 592 new food chains that came into being this past year, and the disappearance of 438. Biggest single increase was in the number of two- and three-store companies.

The average food chain store in 1955 did a business of about \$12,700 per week, as compared with \$11,845 in 1954. At the same time, the average supermarket did a business of \$16,142 per week, or a total of \$839,000 per year. Minimum dollar volume definition in the 1956 directory for a supermarket is \$10,000 a week in sales.

—BREAD IS THE STAFF OF LIFE—

## Irradiated Food Show

NEW YORK—A comprehensive exhibit of the latest advances in radiation-processed foods will be one of the features of the Annual International Food Show, to be held here Feb. 18-26 in the Wanamaker Building.

The Quartermaster Food & Container Institute for the Armed Forces; AMF Atomics, Inc., subsidiary of American Machine and Foundry Co.; Fission Products Laboratory of the University of Michigan, Ann Arbor, and other experimental and educational agencies are sponsoring the exhibit.

## West Virginia Bakers Cooperate To Promote Bread

West Virginia wholesale bread bakers, alarmed at the national decline in bread eating, have formed a "Consumer Education Service," which will operate as a committee of the West Virginia Bakers Assn., Cris Smallridge, president of the state group, said recently.

Member bakers agreed to a voluntary assessment, based on a percentage of association dues and a special earmarked fund has been set up to promote bread at the state and local levels, working in part with material of the American Institute of Baking and the Bakers of America Program.

A considerable part of consumer education will be built around the theme of the slogan created by the association—Better Health Begins With Bread!

"Our plan is not original," Mr. Smallridge said, "but we thought it time we started doing something positive and coordinated to help ourselves at the local level. We know our real bread competitors are not our fellow bakers."

The new Consumer Education Service group comprises major wholesale bread bakeries throughout the Mountain States.



Build Profits  
with the  
3rd Annual  
"Good Breakfast"  
Promotion

**PROMOTIONAL KIT**—The wide variety of materials made available by the Bakers of America Program for promoting the third annual Better Breakfast campaign are shown above. Included are window and truck posters in four colors with a green or salmon background, poster wire-hangers, table tents, shelf talkers, four-color menus,

either printed with suggested breakfasts or left blank, a set of newspaper ad mats and the traditional symbol, "Good Breakfast Means Good Morning." All the materials are available at cost from the Bakers of America Program, American Bakers Assn., Room 1558, 20 N. Wacker Drive, Chicago 6, Ill.



# DOWN THRU THE YEARS...

## for 3 generations...

For the future, too, GOLDEN LOAF will always be the big value in uniform, strong, fine spring wheat flours.

### "Golden Loaf"

FENNANT & HOYT COMPANY  
LAKE CITY, MINNESOTA



Country-Milled from Country-Run Wheat located in the heart of America's foremost wheat producing section.

INDEPENDENT OWNER MANAGED

The WALL-ROGALSKY MILLING CO.  
\* McPHERSON, KANSAS \*

## Centennial FLOURING MILLS CO.

GENERAL OFFICES: 340 CENTRAL BLDG., SEATTLE 4, WASH.  
DOMESTIC AND EXPORT MILLERS • DEALERS IN ALL TYPES OF PACIFIC NORTHWEST WHEAT

GOLD DROP PIE and COOKIE FLOUR  
PYRAMID CONE FLOUR  
CENTENNIAL CAKE FLOUR  
BLUESTEM and HARD WHEAT BAKERS FLOURS

6,500,000 Bushels Country and Terminal Storage

NEW SPOKANE MILL... ONE OF THE WORLD'S MOST MODERN

MILLS AT SPOKANE • WENATCHEE • RITZVILLE • PORTLAND

## POTOMAC STATES

(Continued from page 13)

different type management in the mature as against the youthful industry, and emphasized his point that "until we recognize the need for strong promotion of the industry we will get nowhere."

He viewed the industry as in a "transition era" calling for a new approach in management to cope with it, and concluded with a strong appeal for a concerted industry educational and promotional campaign.

A glance into the effective work being done by the American Institute of Baking through its field workers was offered by Mildred M. Arnold, nutritional field representative of the middle Atlantic states, who noted promotional activities of the AIB in her territory. In addition to a large number of calls in many cities, she listed 27 talks, 21 demonstrations, 6 television and 8 radio programs, and 5 meetings without talks in the past year. She further noted contact with 1,700 persons in state universities in the year.

Miss Arnold stated that "bread is a wonderful food, but people haven't been convinced," and saw the activities of the AIB as an interesting and informative way to tell the enrichment story. She told the bakers that they have much to offer but haven't promoted the health factors and food value in baked goods.

Indicating the shortage of classrooms in most areas today, Miss Arnold advocated that schools not use their own bakeries, but buy products from commercial bakers and utilize the space thus saved for classrooms.

Tying in with the 40th anniversary of the PSBA, Thomas S. Herbert, president of the Virginia Bakers Council, Atlas Baking Co., Richmond, presented a short address titled "Take Time—Before and After 40." In the presentation he counseled the bakers to take time to think, be a good neighbor, be civic minded, be a good baker and a good competitor, read about what is happening in their industry, be friendly and to give and to work.

Other speakers appearing on the program were Rev. Davis L. Barker, Grace Church (Episcopal), Alexandria, Va., and Dr. Allen A. Stockdale, National Association of Manufacturers, New York. Charles J. Schupp, Schupp's Bakery, Washington, D.C., was general program chairman with A. C. Mozynski, Falls Church Bakery, Falls Church, Va., and John Harper, Charles Schneider Baking Co., Washington, D.C., acting as chairmen of the day.

Joseph J. Karl, Standard Brands, Inc., Baltimore, was named allied man of the year and presented with a certificate acknowledging his activities on behalf of the allied trades and the baking industry.

The convention opened with the president's reception, featured two luncheons, and concluded with the annual banquet and dance.

### Officers Elected

John A. Kreiling, Community Baking Co., Cumberland, Md., was elected president of the PSBA at the annual business session. He replaces James G. Stephanson, Stephanson's Bakery, Washington, D.C. Vice presidents elected at the meeting are: John Hauswald, Hauswald's Bakery, Baltimore; Charles A. Spelsberg, Sanitary Baking Co., Clarksburg, W. Va.; Henry C. Steinle, Steinle's Bakery, Wilmington, Del.; John I.



Samuel A. Baker

**RESIGNS**—Samuel A. Baker has resigned his position with Anheuser-Busch, Inc., to take a position as manager of the cereal division of Staley Milling Co., Kansas City, Mo. Mr. Baker had been with Anheuser-Busch for some years and had represented the company in New York for the last three years. He began his career with General Mills, Inc., and this opportunity brings him back into the milling field. He will live in Kansas City and will be responsible for sales of the Staley corn plant, both in the bulk and consumer fields.

Bowman, Bowman's Bakery, Roanoke, Va., and Charles J. Schupp, Schupp's Bakery, Washington.

Anton Hagel, Hagel's Bakery, Baltimore, was renamed as treasurer, Emmett Gary, Baltimore, was reappointed secretary, and P. August Grill, Baltimore, was retained as counsel.

Named as directors were: John L. Fenwick, Rice's Bakery, Baltimore; Kenneth A. Rice, Star Baking Co., Crisfield, Md.; Lewis J. Ort, Ort Bros. Co., Cumberland, Md.; Robert N. Winfree, Lynchburg Steam Bakery, Lynchburg; Thomas S. Herbert, Atlas Baking Co., Richmond, Va.; Harold S. Taylor, Capital Baking Co., Wilmington, Del., and John Harper, Jr., Charles Schneider Baking Co., Washington.

Allied representatives are: Thomas B. Hough, broker, Elkridge, Md., and Edward V. Weston, Avisco Cellophane, Catonsville, Md.

—BREAD IS THE STAFF OF LIFE—

## Spaulding Bakeries Closes Bread Plant

BINGHAMTON, N.Y. — Spaulding Bakeries, Inc., has suspended bread baking operations in Oneonta, N.Y., but the plant in Market Street will be retained as a distribution center for the area. Bernard Budny, Binghamton, president of the firm, announced that the production of baked goods in Oneonta will cease.

Spaulding has operated the Oneonta bakery since 1928. All of the production employees have been offered jobs in the Binghamton plant.

Closing of the Oneonta bakery is the second step the firm has taken recently to concentrate its production. A Spaulding bakery in Scranton, Pa. was closed last spring. The firm still operates plants in Middletown, Elmira and Hazleton, Pa., besides Binghamton.

## SBA Scholarship Fund Changed to Student Loan Plan

ATLANTA, GA.—Sanford V. Epps, Chairman of the Southern Bakers Association University Fund, Inc. announces that the loan plan will be put into effect in September, 1956. This means that instead of granting outright scholarships as has been done previously, students who qualify will be granted a loan which bears no interest until after the student's graduation.

Stuart Broeman was delegated by Mr. Epps to confer with Florida State University officials concerning the changeover plan. The overall plan was received and approved, by the university officials. All details will be handled by FSU personnel.

It is thought that the Loan Plan will stimulate more and additional interest among SBA University Fund contributors as they will have an assurance that their investments will be working over an extended period toward the betterment of the baking industry. Dr. Doak S. Campbell, FSU president, stated that as the loans are repaid with the small rate of interest which will offset the loss, that the entire fund will be intact as a revolving student loan fund.

—BREAD IS THE STAFF OF LIFE—

## Interstate Bakeries Promotes Fred P. Barr And Hugh S. Ferrell

KANSAS CITY—Fred P. Barr, formerly plant manager of the Log Cabin Bread Co. in Los Angeles, has been appointed eastern division sales manager (bread) for Interstate Bakeries Corp. and Hugh S. Ferrell, superintendent of production for Log Cabin, has been promoted to succeed Mr. Barr, it has been announced by R. L. Nafziger, president.

Mr. Barr has been with Interstate Bakeries since 1947 when he organized the cost control office of the western division in Los Angeles. In 1949, he moved to the position of plant manager of the Weber Baking Co. in San Diego and was promoted in 1951 to plant manager of the Log Cabin Bread Co. in Los Angeles, which position he has held until this recent appointment.

Mr. Barr will be succeeding Joseph P. Menichetti who recently moved to the Los Angeles division office of Interstate Bakeries Corp. as western division sales manager (bread). Mr.



Fred P. Barr

Barr will maintain an office at Interstate's general offices at 12 E. Armour Blvd., Kansas City, Mo.

Well-known in Los Angeles business circles, Mr. Barr is past president of the Exchange Club of Los Angeles and active in civic, community and charitable enterprises. He is married and has three children.

Hugh S. Ferrell has been with Interstate for the past 30 years and most recently has served as shop foreman and superintendent of production at the Log Cabin plant. Mr. Ferrell takes over his duties as plant manager with an excellent production background, having worked in practically every phase of baked goods production. He is married and has one son.

—BREAD IS THE STAFF OF LIFE—

## NAMES REPRESENTATIVE

MINNEAPOLIS — Rap-in-Wax Co. has announced the appointment of Wraps, Inc., as its metropolitan New York representative, handling all Rap-in-Wax products and structures.

## SHOPPING CENTERS

(Continued from page 13)

to \$3.82 sq. ft. Jewelry stores are still worse, paying up to \$10 sq. ft. In Store "D" there is a ratio of 4 sq. ft. parking area for each sq. ft. of store area. In all others the average is only two to one. The four to one ratio is ideal.

In the central U.S., our area, it is possible to construct a super market of solid masonry, fireproof construc-

tion, complete with all plumbing and electrical wiring for fixtures, and air conditioned, for \$9 sq. ft. Most bakeries in centers have to pay for their own special wiring, plumbing and air conditioning. Therefore, the building itself can be built for \$7.50 sq. ft. Most investors regard 10 years as a sound policy to pay off a building through rentals. Look at the chart and see how quick a baker pays off his building.

So that you can compare these prices in your own area, use these figures. The ratio between labor and material is half and half. Average union construction wages in my area are \$2.90 per hour, with bricklayers at \$3.40 per hour and common labor \$2.00 per hour. Black top paving for parking area runs \$2.00 per square yard, and concrete runs \$4.86 per square yard. Material on the whole should run the same throughout the country, so by adjusting the labor figure in your own area you can arrive at the cost of the store and parking area.

As a further check as to what rent a landlord should expect, keep in mind that most chain stores pay a rent based on 8% on cost of land and 10% on cost of improvements per year.

Read the fine print in the lease covering such things as lighting the parking lot, striping, cleaning, policing, and maintenance. The big stores usually get that thrown in at the expense of the smaller stores. This expense in one center will run an additional \$50 per month. Watch for such things as store hours and vacations; otherwise you might be open in July when you want to close.

Shopping centers are nice, but try to locate at a rent comparable to Store "C."

In Perfect Comfort

ENJOY YOUR SUN

at this beautiful resort hotel

ARIZONA



BILTMORE

You and your family will love it here. Everything to give you a good time and all right here on the hotel's own 1400 acres.

It's only a few steps to hotel's own private, uncrowded, 18-hole, championship golf course; tennis; swimming; riding . . . And, near by are good hunting and fishing.

Invigorating, dry climate, sunny days; cool, sleep-filled nights. Go home sun-tanned, rested and relaxed.

Just write for pictorial folder

Mr. George Lindholm, Manager  
ARIZONA BILTMORE HOTEL  
Box C2, PHOENIX, ARIZONA

JUST THE RIGHT SIZE  
MILL TO MAINTAIN HIGH  
STANDARDS OF QUALITY  
AND UNIFORMITY



SINCE 1879

HUBBARD MILLING COMPANY  
MANKATO, MINNESOTA



THE largest and most modern flour mill and elevators on the Pacific Coast with storage capacity at our mills of 2,500,000 bushels, together with more than one hundred elevators and warehouses in the choicest milling wheat sections of Montana, Idaho and Washington, insure the uniformity of all Fisher's Flours.

**FISHER FLOURING MILLS CO., SEATTLE, U.S.A.**

Domestic and Export Millers  
CLIFF H. MORRIS & CO. EASTERN REPRESENTATIVE, 25 Beaver Street, NEW YORK CITY





## To-Day's MODERN BULK FLOUR MILL



WESTERN STAR'S BULK FLOUR PLANT

THE PROCESS OF CONVERTING THE MILLING INDUSTRY FROM SACKED TO BULK REQUIRES MODERN BULK FLOUR STORAGE AND HANDLING FACILITIES TO REPLACE THE OLD SACKED STORAGE WAREHOUSES.

**The WESTERN STAR MILL CO.**  
SALINA, KANSAS

Be Proud of Your Job,  
as We Are of Ours, for  
**"Bread is the  
Staff of Life"**



**GIBRALTAR**  
Flour

**KANSAS BEST**  
Flour

**The Consolidated Flour Mills Co.**  
"In the Heart of Kansas"  
Wichita, Kansas

## CONVENTION CALENDAR

Feb. 10-12—Bakers Assn. of the Carolinas Golf Stag Outing; Carolina Hotel, Pinehurst, N.C.; Sec., Mrs. Louise Skillman, 2608 Portland Ave., Charlotte, N.C.

Feb. 19—Indiana Bakers Assn.; Marrott Hotel, Indianapolis; sec., Ferd Doll, 2236 E. Michigan St., Indianapolis, Ind.

March 2-3—Baking Industry Sanitation Standards Committee; Edgewater Beach Hotel, Chicago; sec., Raymond J. Walter, 511 Fifth Ave., New York 17.

April 8-9—Southwest Bakers Assn.; Hering Hotel, Amarillo, Texas; Sec., J. R. L. Kilgore, P.O. Box 127, Albuquerque, N.M.

April 8-11—Associated Retail Bakers of America; Hotel Sherman, Chicago; Sec., Trudy Schurr, ARBA, 735 W. Sheridan Road, Chicago 13, Ill.

April 12-15—Southern Bakers Assn.; Roney Plaza Hotel, Miami Beach, Fla.; sec., Benson L. Skelton, 703 Henry Grady Bldg., Atlanta 3, Ga.

Apr. 16-18—Pacific Northwest Bakers Conference; Multnomah Hotel, Portland, Ore.; Sec., Roger Williams, 1138 Jefferson St., Salem, Ore.

May 1-2—South Dakota Bakers' Assn.; Cataract Hotel, Sioux Falls; Sec., William J. Fetter, Tri-State Milling Co., Rapid City, So. Dak.

Mar. 5-8—American Society of Bakery Engineers; Edgewater Beach Hotel, Chicago, Ill.; Sec., Victor E. Marx, La Salle Wacker Bldg., Chicago, Ill.

May 7-8—Associated Bakers of

Minnesota; St. Paul Hotel, St. Paul; sec., J. M. Long, 623 14th Ave. S.E., Minneapolis 14, Minn.

May 14-16—Biscuit & Cracker Mfrs. Assn. and the Independent Biscuit Mfrs. Co., Inc.; The Plaza, New York City; sec., Walter Dietz, 20 N. Wacker Drive, Chicago 6.

May 15-16—Iowa Bakers Assn.; Hotel Savery, Des Moines; Sec., Walter Dolch, 107 S. Main St., Maquoketa, Iowa.

May 15-16—Allied Trades of the Baking Industry Baker's Forum; Ambassador Hotel, Los Angeles; sec., Phil Seitz, P.O. Box 418, Montrose, Cal.

May 27-29—Texas Bakers Assn.; Shamrock Hilton Hotel, Houston; Sec., William D. Baird, 5230 Mockingbird Lane, Dallas, Texas.

June 9-12—New England Bakers Spring Convention; Equinox Hotel, Manchester, Vt.; sec., Robert E. Sullivan, 51 Exeter St., Boston, Mass.

June 10-12—Rocky Mountain Bakers Assn.; Stanley Hotel, Estes Park, Colo.; Sec., Fred Linsenmaier, Box 871, Denver 1, Colo.

June 17-20—Potomac States Bakers Summer Convention; The Cavalier, Virginia Beach, Va.; sec., Emmet Gary, 16 McClellan Place, Baltimore 1, Md.

June 18-20—Bakers Assn. of the Carolinas; Mayview Manor, Blowing Rock, N.C.; sec., Louise Skillman, 2608 Portland Ave., Charlotte, N.C.

June 23-26—Potomac Bakers Assn. summer convention; The Cavalier, Virginia Beach, Va.; Sec., Emmet

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BIXOTA  
CREAM of WEST**  
PRODUCE BREADS WITH TASTE APPEAL

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Flour Tested and Baked in Our Own Laboratory.*

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This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.

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FLOURS

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RED WING, MINNESOTA

Gary, 16 McClellan Place, Baltimore 1, Md.

July 15-18—West Virginia Bakers Assn.; Greenbrier Hotel, White Sulphur Springs, W.Va.; Sec., Edward R. Johnson, 611 Pennsylvania Ave., Charleston, W.Va.

Sept. 9-11 — Wisconsin Bakers Assn.; Pfister Hotel, Milwaukee; sec., Fred H. Laufenburg, 161 West Wisconsin Ave., Milwaukee, Wis.

Sept. 16-18—Virginia Bakers Council; Natural Bridge, Va.; sec., Harold K. Wilder, 5 S. 12th St., Richmond, Va.

Sept. 16-18—Southern Bakers Assn. production conference; Hotel Biltmore, Atlanta, Ga.; sec., Benson L. Skelton, 703 Henry Grady Bldg., Atlanta.

Oct. 13-15—New Jersey Bakers Board of Trade; Asbury Park, N.J.; Sec., Paul Boruta, Boruta's Bakery, Wallington, N.J.

Dec. 2-4 — New England Bakers Assn.; Sheraton Plaza Hotel, Boston, Mass.; Sec., Miss Mae Greechie, 51 Exeter St., Boston 16, Mass.

—BREAD IS THE STAFF OF LIFE—

### Paul R. Trigg, Montana Flour Mills Head, Dies

GREAT FALLS, MONT.—Paul R. Trigg, president and general manager of the Montana Flour Mills Co., Great Falls, Mont., died Feb. 1 at the age of 73. For the past several months his activities had been limited because of failing health.

Mr. Trigg entered the employ of the Montana Flour Mills Co. in 1912, when the Montana Flour Mills Co.

bought the Western Lumber & Grain Co. In 1919 he was made assistant sales manager and in 1925 he was elected treasurer of the firm. He became a director in 1930 and in July, 1948, he was elected president and general manager.

Surviving Mr. Trigg are his widow, Opal, and two sons, Paul R. Trigg, Jr., a lawyer at Detroit, and John B. Trigg, sales manager of the Buffalo branch of Chase Bag Co. Also surviving are two sisters and four grandchildren.

C. G. McClave, who has been assistant to the president, is acting manager of the Montana company and will continue as such until directors elect a new president at the next regular meeting to be held later this month.

### MISSOURI-KANSAS

(Continued from page 11)

were Sam Pasternak, Cake Box Bakers, Kansas City, and William Ellerbrock, Ellerbrock Bakeries, St. Louis.

At a general session earlier in the day the group heard a discussion on new packaging methods by Merrill Maughan, executive secretary, Inter-Industry Bakery Package Committee, Chicago. A baseball luncheon was held at noon with Parke Carroll, general manager of the Kansas City Athletics, as special guest. Mr. Carroll was made an honorary baker and member of the Missouri Bakers Assn. Following a banquet in the evening, Mr. Ellerbrock was presented with a certificate of meritorious service in recognition of his three terms as president of the Missouri association.

### "Diamond D"

A High Grade Baker's Spring Patent. Milled under Laboratory Control from Montana Spring Wheat.

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### Exceptional Bakery Flours NO-RISK EX-HI NO-RISK PLA-SAFE

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Capacity 3,000 Cwts. Daily

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WINONA, MINNESOTA  
*Millers of - HARD SPRING WHEAT and RYE FLOURS*

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**THESE MONTANA  
HARD WHEAT FLOURS**  
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FOR LIBRARIES AND COMPANIES with microfilm facilities, The American Baker is now available in microfilm form, beginning with volume 18, covering the complete set of issues for the year 1950 and continuing through volume 21, for the year 1953. Subsequent volumes will be issued annually by University Microfilms, Ann Arbor, Mich.

One of the most pressing problems facing all types of libraries is that of providing adequate space for a constant flood of publications. Periodicals pose an especially difficult problem because of their bulk and number. For this reason, many libraries and other users of microfilm equipment are substituting microfilm editions for their paper copies after the latter have passed their period of maximum use.

The microfilm is in the form of positive microfilm, furnished on suitably labeled metal reels, each covering an entire volume. Orders should be addressed to University Microfilms, 313 N. First Street, Ann Arbor, Mich. The cost of each yearly edition is approximately \$3.55.

### N. Y. Production Club Notes 15th Anniversary

NEW YORK — The 15th anniversary of the Metropolitan Bakery Production Club, Inc. was celebrated here at the group's regular monthly meeting on Jan. 9.

The origin of the club in 1941 and its subsequent history were outlined by Peter Pirrie, Bakers Weekly. Mr. Pirrie traced the successful achievements of the group during the years of its existence. Also reviewed were baking industry developments in that same time.

The eight founders of the club were Arthur Hackett, vice president, Drake Bakeries, New York; Earl B. Cox, vice president of Helm's Bakery, Los Angeles, Calif.; Harry May, San Antonio, Texas; Albert Blake, Dallas, Texas; Edward Holterhoff, Mi-Own Cake Co., Paterson, N.J.; James Curtis, National Biscuit Co., New York; Howard Tolley, National Biscuit Co., New York, and William H. Welker, Swift & Co., Newark, N.J.

All founders are actively engaged in the bakery industry at present. Messrs. Hackett, Holterhoff, Curtis, Tolley and Welker were present at the anniversary meeting. Mr. Hackett was the first president of the club. D. R. Rice, Continental Baking Co., New York, is current president.

In addition to the review of the club's history, Mr. Pirrie discussed the brew method of fermentation. A question-and-answer period concluded the meeting.

—BREAD IS THE STAFF OF LIFE—

### Entertains Dunwoody

MINNEAPOLIS—On Jan. 17 the staff and students of the Dunwoody Baking School were the guests of Standard Brands, Inc., at a luncheon given at the Hasty Tasty Bakery and Restaurant. Elmer Hoelscher, area manager of Standard Brands, welcomed the group and introduced two other company men, Les Bongard, the Twin Cities sales representative, and Jim Cooney, Twin Cities branch salesman.

After the luncheon Mr. Hoelscher introduced J. M. Long, secretary of most of the bakery associations in the state. Mr. Long emphasized the importance of belonging to bakery associations and told of the type of work done by him and other men in similar positions around the country. William Leninger, president of the Associated Bakers of Minneapolis, spoke about opportunities in the baking industry today as compared with when he first started. He urged the men not to stop learning after they finish their studies at the school. A moving picture, "Spring Time Is Egg Time," showed the procedures used in packing frozen eggs of various types for the baking industry.

—BREAD IS THE STAFF OF LIFE—

### Illinois Production Club Holds Dance

PEORIA—The annual dinner dance of the Central Illinois Bakery Production Club was held at the Pere Marquette Hotel, Peoria, Jan. 28. One hundred seventeen members and guests enjoyed the evening which started with a cocktail party at 6:30 p.m., followed by a turkey dinner, a floor show of Peoria talent and dancing.

Door prizes were awarded the ladies attending, prizes consisted of products contributed by five of the allied firms —DeHater Paper Co., Mrs. Tucker's Foods, Inc., A. E. Staley Mfg. Co.,

## WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$2.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

### MISCELLANEOUS

**EASTER RABBIT MADE FROM COFFEE-**cake dough. Send 40¢ in coins for illustrated instructions. Will also send price list for unbreakable Flexomatic Molds for cake decorations. Henry Scheller, 403 W. 295th St., New York 34, N. Y.

Standard Brands, Inc., and Wesson Oil & Snowdrift Sales Co.

The committee in charge of arrangements was president Lyle Tilton, Tilton's Bakery; vice president Martin Larkin, Larkin Home Bakery, Pekin; George Heninger, Standard Brands, Inc.; Al Wolford, Schulze Baking Co.; Clarence Meincke, Federal Bake Shop, and Harry Toll, Red Star Yeast & Products Co.

An announcement of the February meeting was made by M. B. McClelland, secretary-treasurer of the club, the meeting is to be held at the Sazarac Restaurant, Peoria, Feb. 21. The guest speaker will be Louis A. King, Jr., director of the department of sanitation, American Institute of Baking. Members were urged to bring along their maintenance employees to this meeting as well as the ladies, both of whom would have an interest in this meeting. New officers for 1956 are to be elected at the February meeting.

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PROFIT  
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for  
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See Center Insert





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By E. J. Pyler, and staff of Siebel Institute of Technology  
In two volumes of over 800 pages. A good source of reference for the bakery production man, baking chemist, cereal chemist. Well recommended by authorities in the field .....\$15.00

### SCIENCE AND PRACTICES OF BREADS AND ROLLS MANUFACTURE

By John C. Summers  
Mr. Summers is manager of the Oklahoma School of Baking, formerly with the Baking School of Dunwoody Industrial Institute. A splendid guide to practical bakers .....\$3.75

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500 pages of sound information covering bread and cake production .....\$5.00

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### BREADMAKING—ITS PRINCIPLES AND PRACTICE (3rd edition)

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Bakers hoping to gain publicity and increased trade by entering cake exhibitions will benefit by this work which tells how to produce the baked goods judges are looking for .....\$7.00

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By Albert R. Daniel  
Practical answers to everyday bakeshop questions. Third edition of this popular reference book for students. Revised in light of useful research work done .....\$1.00

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By Albert R. Daniel  
A second revised edition of this companion volume to "The Reason Why." To those just entering the Bakery Trade, it is essential they should know why this or that is done, or happens, or is not done, or does not happen. This book, with "The Reason Why," provides an excellent source of valuable and useful information .....\$1.00

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Originally developed by John M. Hartley, and in use by bakers for thirty years. Consists of a sufficient number of sheets to take care of a full year's operations, with a binder of capacity to hold that number of sheets. It is a simplified system of bookkeeping for the retail baker, providing practically all the records he needs for efficient operation, and the required information for income tax purposes. It is modernized to meet present necessities, somewhat changed in format from earlier editions, and in loose-leaf form. ....\$12.00

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A loaf of bread, an hour's worship—both are better shared

## "Not by bread alone—"

*You know yourself there's a good deal more  
to keeping a home and a family happy than just paying the bills.*

### ***It's doing things together***

Piling into the car for a day's outing . . . raking  
leaves on an autumn afternoon . . . having a bar-  
becue in your own backyard.

Going to worship together every week is an-  
other of the good things in life which are best  
shared. Think back over the years. Remember  
when you were a youngster, how important and  
grown-up you felt walking into your church or

synagogue with your folks. It was a nice feeling,  
wasn't it? Surely you want to do as well for your  
family, this week.

Without even trying, you'll provide a pattern,  
a foundation, a way of living, that will guide the  
lives of your children years from now. And if theirs  
is a happy life, what warmer tribute could you  
have?

*He restoreth your soul...*



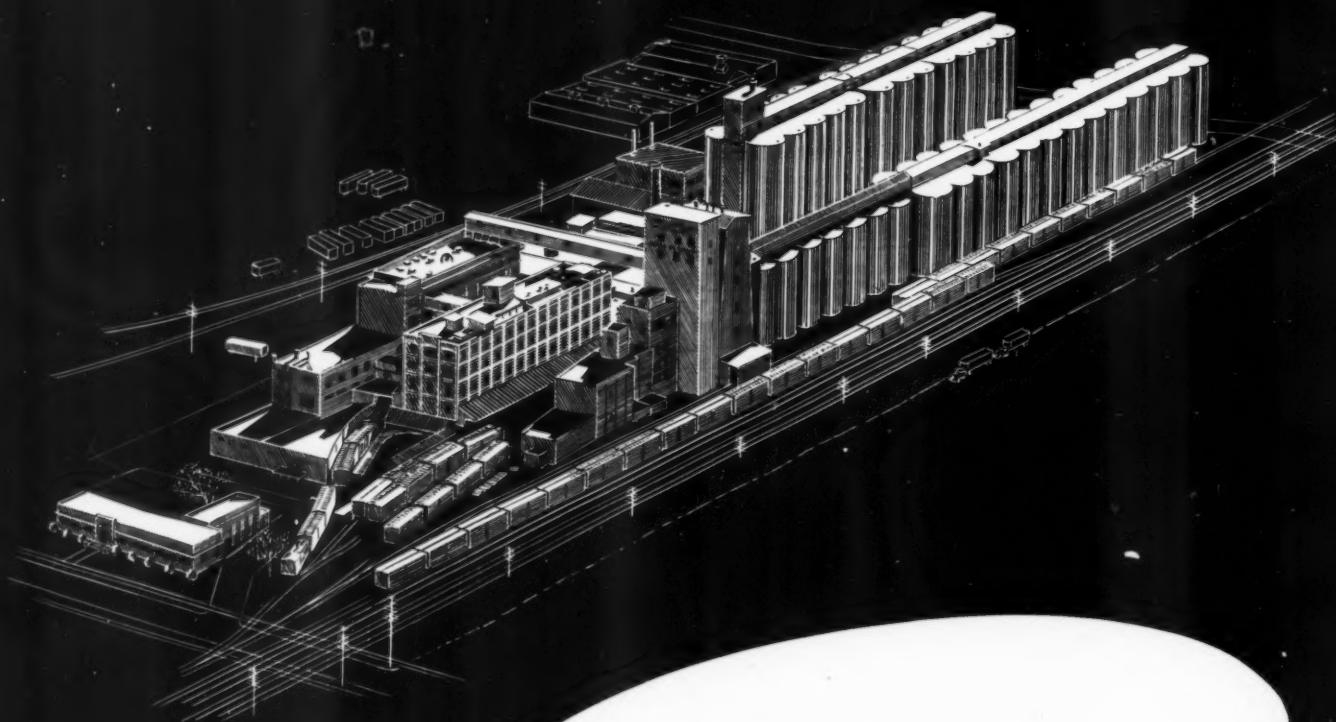
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**E**VERY possible safeguard guides the production of America's outstanding planes. We are just as particular about AMERICAN FLOURS. For example, think of the fact that we have built wheat storage space sufficient to cover a full year's milling needs. That kind of quality wheat supply protection is good insurance. That's why it pays to **BUY AMERICAN!**

Flour Capacity  
4,000 Sacks

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**NEWTON, KANSAS**





## Should you split openers?

Consider that the chances against drawing another queen are 8 to 1, against a full house 97 to 1.

What's your guess on the odds against filling that straight: 5 to 1...? 11 to 1...? 19 to 1...? 48 to 1...? (Right answer below.)

## Hang on to these...

They always go together to give you two big advantages in the baking game.

It's BIN AGED\* means that your flour is fully aged, ready to go into production.

It's BIN CHECKED\* means that it was tested for quality *just before* shipment in sacks or bulk—not afterwards.

It's our enormous bulk storage capacity that gives us plenty of room for aging, plenty of time for double-checking quality.

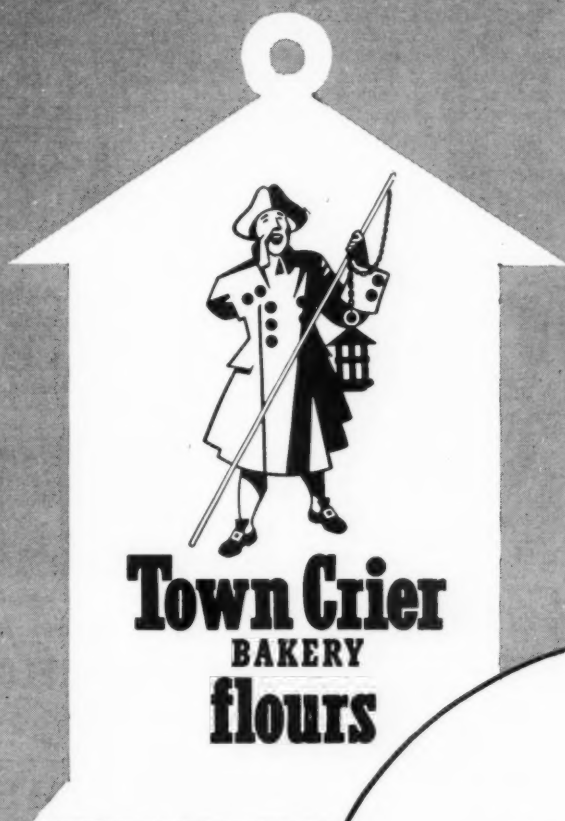
When you buy from Atkinson, the flour you order is the flour you *get*.

\*TRADEMARKS



Odds against filling the straight are only five to one—considerably better than your chance of catching a third queen. (Authority for odds, United States Playing Card Company.)

**ATKINSON MILLING CO. MINNEAPOLIS, MINNESOTA**



**I**N SELECTING flour, it pays to choose only a time-tested quality brand—one on which you can always depend for successful baking results. The finest wheats, combined with the most modern milling methods, produce the superior quality found in Town Crier bakery flours. The great care taken in the fields and at the mills assures you of uniform, dependable flours and consistently finer, more profitable baked products.



UNIFORMLY MILLED BY  
**THE MIDLAND FLOUR MILLING COMPANY**  
NORTH KANSAS CITY, MO.



## Big Increase in Supermarkets Predicted

ATLANTIC CITY — The nation's food brokers were told recently that by 1960 there should be "at least 25,000 super markets," since population increases alone "are sufficient to support about 1,000 new supermarkets a year, each doing \$1,000,000."

Robert W. Mueller, editor of "Progressive Grocer," told the 52nd annual convention of the National Food Brokers Assn. that the share taken by supermarkets during the next five years "will approach 65% of total sales."

"They will not all be new stores," he continued, "for many will be former superettes that have moved up into the supermarket-volume rank. In 1953, for example, more than 1,000 superettes expanded sufficiently to be classed as supermarkets."

"At the start of 1955 there were 21,440 supermarkets divided about equally in number between chains and independents. They accounted for 53.5% of total sales. There were 67,400 superettes, most of them independent, and they did nearly 30% of total sales," Mr. Mueller continued.

"These two blocs of stores, in the opinion of most marketing men, represent a basic distribution coverage if a manufacturer is to get full value from his consumer advertising dollar, and if he is to make his product available to the American shopping public."

The speaker noted that 1955 saw

more mergers in American business than in any other year, and noted that 36 of these mergers were between food retailers during the first nine months of the year. In these deals 610 stores were either bought or merged with other companies.

## Bakers Cooperative Introduces Officers At Chicago Meeting

CHICAGO—The W. E. Long Co.—Independent Bakers Cooperative had a dinner meeting in the Drake Hotel recently at which the new board of directors of the cooperative had an opportunity to meet the general office employees of the Long company.

G. R. Williams, Williams Baking Co., Inc., Scranton, Pa., president of the new cooperative, made the keynote address during which he stressed the bright future ahead for the baking industry in general and the W. E. Long Co.—Independent Bakers Cooperative in particular. E. E. Hanson, president of the W. E. Long Co. and new general manager of the Independent Bakers Cooperative, in introducing Mr. Williams, said that cur-

rently there are over 80 independent bakers in the cooperative and it is expected that over 100 bakers will become active members before the end of 1956.

The members of the board of directors, in addition to Mr. Williams and Mr. Hanson, are Jodean P. Cash, vice president, Fuchs Baking Co., So. Miami, Fla.; C. Frank Summy, Jr., secretary, Gunzenhauser Bakery, Inc., Lancaster, Pa.; Louis Gartner, treasurer, Gardner Baking Co., Madison, Wis.; William F. Cotton, Cotton Bros. Baking Co., Inc., Alexandria, La.; Joseph E. Franz, United States Bakery, Portland, Ore.; Bruno H. Petersen, John J. Nissen Baking Co., Portland, Maine, and Milton Petersen, P. F. Petersen Baking Co., Omaha, Neb.

### ASBE BY-LAWS

CHICAGO—The American Society of Bakery Engineers, like all growing organizations, has found it desirable and necessary from time to time to amend its constitution and by-laws to adjust to changing times. The most recent revision took place by vote of the membership at the 31st annual meeting held in Chicago in March, 1955. A newly printed re-

vised constitution and by-laws, the revisions being brought up to March, 1955, has just been published and sent to the membership. A copy of this six-page Bulletin No. 149 will be sent on request to the Secretary, Victor E. Marx, Room 1354, LaSalle Wacker Bldg., 121 West Wacker Drive, Chicago 1, Ill., if a stamped addressed envelope is enclosed.

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